"Alone I walk the peopled city...



(diphenylhydantoin, Parke-Davis)

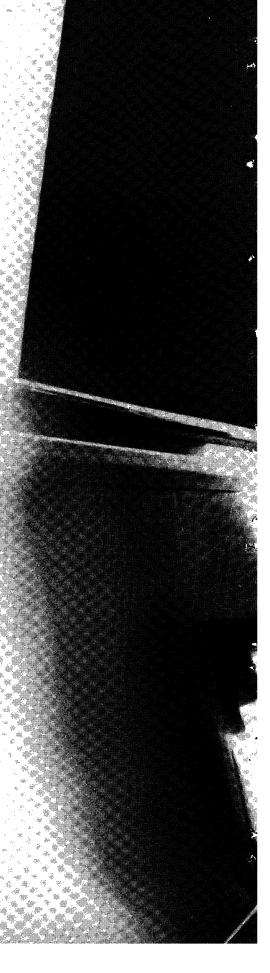
helps the epileptic to lead a more fruitful life

"In a series of over 3,000 epileptics...DILANTIN alone or in combination with other drugs has been the sheet anchor in the management." DILANTIN is the established anticonvulsant medication for a variety of reasons: • effective control of grand mal and psychomotor seizures1.9 . oversedation is not a problem² · possesses a wide margin of safety3 · low in incidence of side effects3 · its use is often accompanied by improved memory, intellectual performance, and emotional stability. OILANTIN (diphenylhydantoin, Parke-Davis) is available in several forms, including DILANTIN Sodium Kapseals. © 0.03 Gm. and 0.1 Gm.. bottles of 100 and 1,000. Other members of the PARKE-DAVIS FAMILY OF ANTICONVULSANTS for grand mal and psychomotor seizures: PHELANTIN® Kapseals (Dilantin 100 mg., phenobarbital 30 mg., desoxyephedrine hydrochloride 2.5 mg.), bottles of 100. for the petit mal triad: MILONTIN® Kapseals (phensuximide, Parke-Davis) 0.5 Gm., bottles of 100 and 1,000, and Suspension, 250 mg. per 4 cc., 16-ounce bottles. CELONTIN® Kapseals (methsuximide, Parke-Davis) 0.3 Gm., bottles of 100. ZARONTIN® Capsules (ethosuximide, Parke-Davis) 0.25 Gm., bottles of 100.

REFERENCES: (1) Roseman, E.: Neurology 11:912, 1961. (2) Bray, P. F.: Pediatrics 23:151, 1959. (3) Chao, D. H.; Druckman, R., & Kellaway, P.: Convulsive Disorders of Children, Philadelphia, W. B. Saunders Company, 1958, p. 120. (4) Crawley, J.W.: M. Clin. North America 42:317, 1958. (5) Livingston, S.: The Diagnosis and Treatment of Convulsive Disorders in Children, Springfield, Ill., Charles C Thomas, 1954, p. 190. (6) Ibid.: Postgrad. Med. 20:584, 1956. (7) Merritt, H. H.: Brit. M. J. 1:666, 1958. (8) Carter, C. H.: Arch. Neurol. & Psychia.: 79:136, 1958. (9) Thomas, M. H., in Green, J. R., & Steelman, H. F.: Epileptic Seizures, Baltimore, The Williams & Wilkins Company, 1956, pp. 37-48. (10) Goodman, L. S., & Gilman, A.: The Pharmacological Basis of Therapeutics, ed. 2, New York, The Macmillan Company, 1955, p. 187.

This advertisement is not intended to provide complete information for use. Please refer to the package enclosure, medical brochure, or write for detailed information on indications, dosage, and precautions. 93362

PARKE-DAVIS







Partners at the scene of action

Dotaining the best possible price for customers who buy or sell securities is a vital responsibility of our four Floor Partners, three of whom are shown above talking with a specialist on the floor of the Exchange. These partners also keep an experienced eye on day-to-day market developments. One of them reports his comments on these activities twice daily to our 49 offices. This information enables our Account Executives to keep you aware of significant market action and alerted to investment opportunities. Ask for a copy of our Market

Dean Witter Floor Partners Herbert R. Washer, Bertrand J. Foley and Harold W. Scott (right to left, foreground) talking with a specialist on the floor of the New York Stock Exchange.

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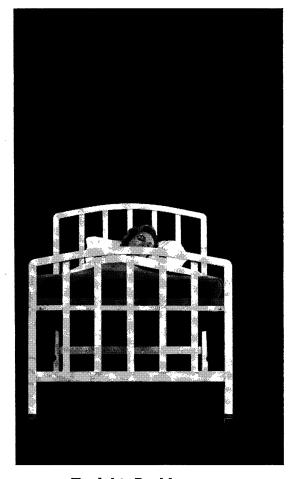
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Tomorrow: Surgery



Tonight: Doriden

for a good night's sleep without barbiturates. Surgical patients pretreated with Doriden are well sedated, relaxed. Even the elderly, the chronically ill, and patients with liver and kidney disorders respond smoothly to Doriden and tolerate it well. Doriden rarely, if ever, causes respiratory depression. Logan* reports: "A particular advantage of this nonbarbiturate, non-opiate routine is that there is no danger of giving two barbiturates together, and hence, there is less risk of respiratory depression."

Supplied: Tablets, 0.5 Gm. (white, scored), 0.25 Gm. (white, scored) and 0.125 Gm. (white). Capsules, 0.5 Gm. (blue and white). For complete information about Doriden (including dosage, cautions, and side effects), see current Physicians' Desk Reference or write CIBA, *Logan, K. M.: Clin. Doriden® Med. 4:1221 (Oct.) 1957. 2/3028N8 (glutethimide CIBA)

CIBA SUMMIT, N.J.

NEW...made from 100% corn oil UNSALTED MARGARINE FOR HYPERTENSIVE PATIENTS

- * contains only 10 mgs. of sodium per 100 grams
- * contains 50% liquid corn oil and 50% partially hydrogenated corn oil
- * has 30% linoleic acid—10 times that of butter

Because of the relationship of high-sodium intake to elevated blood pressure, new Fleischmann's Unsalted (Sweet) Corn Oil Margarine will prove to be a valuable addition to the dietary regimen of your hypertensive patients. It contains only 10 mgs. of sodium per 100 grams.

Fleischmann's Unsalted (Sweet) Margarine is made from 100% corn oil and contains both liquid corn oil and partially hydrogenated corn oil. Its linoleic acid content of 30% is three times higher than the 10% of regular margarines and ten times higher than the 3% of butter. This is the *only* unsalted margarine made from 100% corn oil.

The substitution of Fleischmann's Unsalted (Sweet) Corn Oil Margarine for butter or ordinary margarines in your hypertensive patients' dietary regimen has the added advantage of increasing their intake of high polyunsaturates . . . and this is most important because of the association of polyunsaturates with hypertension and atherosclerosis.

If your hypertensive patient needs sodium restriction, recommend Fleischmann's Unsalted (Sweet) Margarine. It has a light, delicate taste that he'll like. Tell him that it is available in his grocer's frozen food case. Distribution presently limited in some areas.

In line with the suggestion of the American Heart Association to manufacturers, we are listing the fatty acid composition of Fleischmann's Unsalted (Sweet) Margarine:

Unsaturated Fatty Acids:

Polyunsaturates 30% Monounsaturates 50% Saturated Fatty Acids . . . 20%



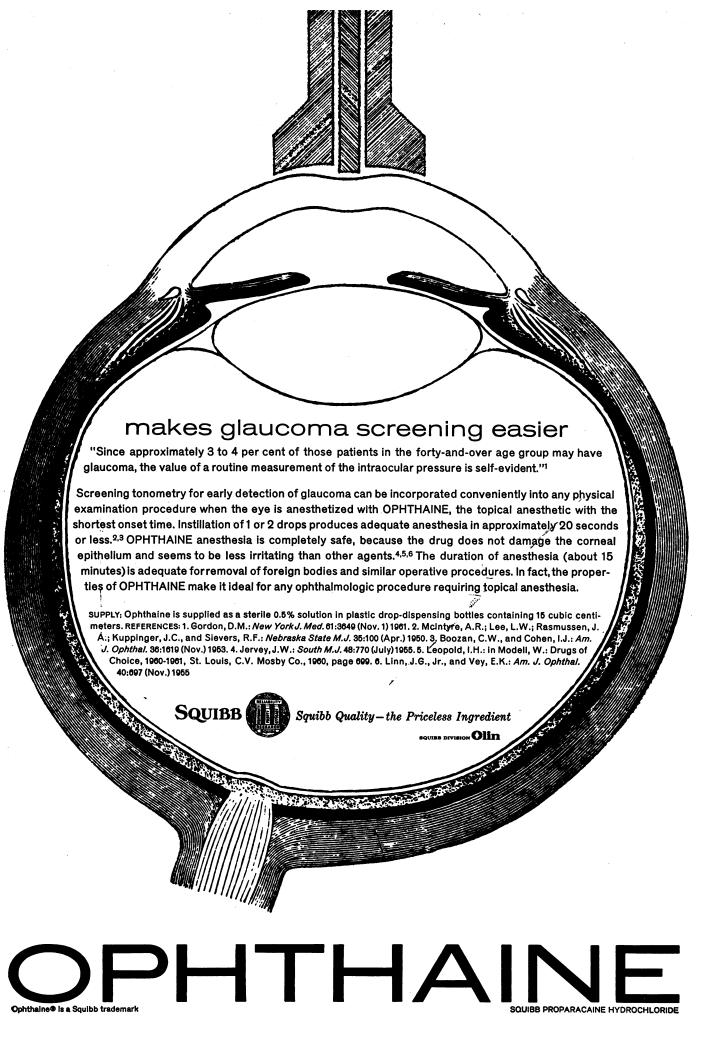
Fresh-Frozen in the green foil package in your grocer's frozen food case

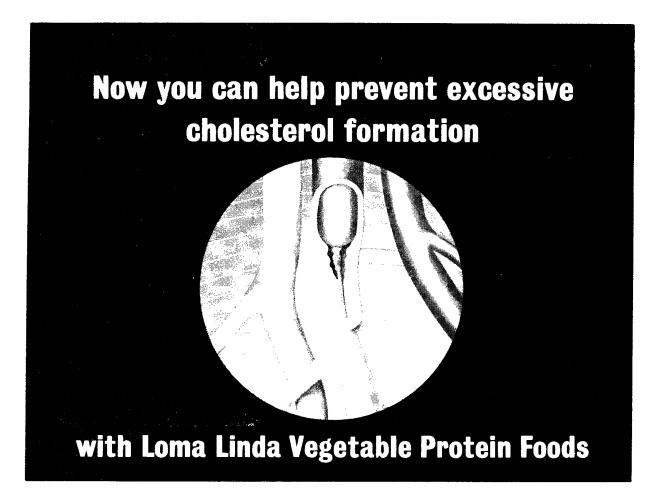


AVERAGE DAILY INTAKE Two Gunces or Eight Pats of Floischmonn's Corn Oil Margarine Will Supply

ONLY UNSALTED MARGARINE

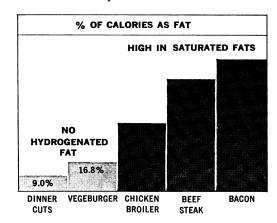
"MADE FROM 109% CORN OIL





When your patients must cut down on animal fats in their diets, suggest Loma Linda Vegetable Protein Foods to them. These include: **DINNER CUTS**—the appeal and texture of fine cutlets. **VEGEBURGER**—delicious replacement for ground round. **LINKETTS**—skinless, frankfurter-shaped treats. **DINNER ROUNDS**—tender, juicy filets.

The exact number of calories is on each label, making it easy for calorie counters. Loma Linda Foods are readily available at food stores.



Do You Have A Supply Of The Loma Linda Booklet Prepared Especially For Those Desiring A Controlled Fat Diet?

Give your patients the answers to many questions on low-fat, high-protein foods. Offer them this informative booklet that explains the relationship of cholesterol to coronary artery problems, lists high-protein, low-fat foods; offers general suggestions for those on low-cholesterol diets and recommends menus and recipes for such diets. If you have never received these booklets, or if your supply is low, indicate the quantity desired on your prescription form and a supply will be sent you without charge.

LOMA LINDA FOODS, Arlington, California





Title Community (NEED: Suppression of the causative organisms and symptomatic relief.

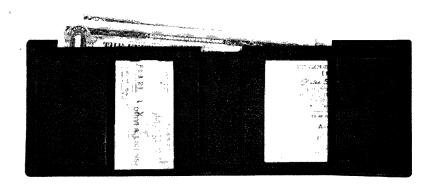
ECHOMYCIN

Demethylchlortetracycline <u>Lederle</u>
becker of its higher antibacterial activity, and its effectiveness manst a wide spectrum of bacteria.

Request to proceed that on indications, dosage, precautions and contraindications from your Lederle representative, or write to Medical Advisory Department.

LEDERLE BRATORIES, A Division of AMERICAN CYANAMID COMPANY, Pearl River, New York





Diagnosis: Rheumatoid arthritis

Complication: Pocketbook syndrome

New therapy: HEXADROL®

The corticosteroid unexcelled in clinical benefits with cost-to-patient greatly reduced

When you prescribe HEXADROL you give your patients all the clinical advantages of the newer, most effective and best-tolerated corticosteroids. At the same time, you provide relief of the Pocketbook Syndrome, a most common complication of therapy with a steroid of choice. This new and unique benefit of important savings to your patients results from Organon leadership in research, development, and new, more efficient manufacturing processes.

Clinical background? This steroid has a recorded history unequaled in scope and authoritativeness among all the newer corticoids. Quality? HEXADROL, brand of dexamethasone 'Organon'...your assurance of professional quality through research, production and control. Supplied? Tablets 0.75 mg., scored. For a trial supply, write to: Director, Professional Services, Organon Inc., West Orange, N. J.

Cost-to-patient? Greatly reduced! Why not check with your local pharmacist on prescription cost to your patients?



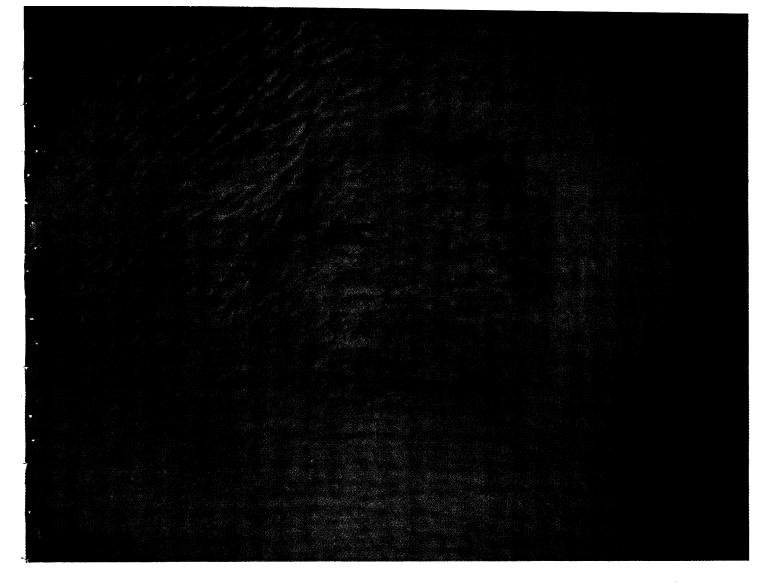


Photographs courtesy of R. H. Grekin, M.D.

Nummular eczema



Nummular eczema on the left hand of a 20-year-old female. Therapy with 0.25% Neo-Medrol Acetate, Veriderm produced this result in only 5 days.



5 days later



The topical steroid with the "bonus" base

Neo-Medrol Acetate, Veriderm and Medrol Acetate, Veriderm provide prompt, highly-efficient control of dermatoses. Because the Veriderm base duplicates the oils found in normal human skin, there is optimal dispersion of the anti-inflammatory Medrol content, and the antibiotic, neomycin.

Less greasy than ointment, less drying than lotion, Neo-Medrol Acetate, Veriderm and Medrol Acetate, Veriderm spread evenly and merge well with the tissues.

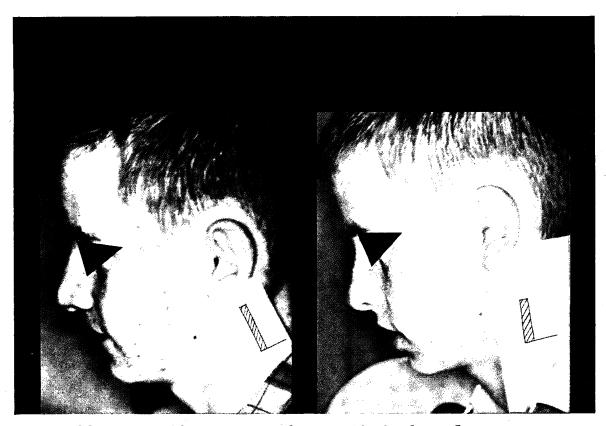
Medrol Acetate, Veriderm is indicated in atopic, contact, or seborrheic dermatitis, and in neurodermatitis, anogenital and allergic pruritus. Neo-Medrol Acetate, Veriderm is indicated when dermatoses are complicated by infection. Prompt control of excessive tissue reaction to allergens, irritants, and trauma may be anticipated following the topical use of Medrol.

Neo-Medrol Veriderm

The Upjohn Company, Kalamazoo, Michigan Upjohn

*TRADEMARK, REG. U. S. PAT. OFF. **TRADEMARK COPYRIGHT 1962, THE UPJOHN COMPANY

(Reminder advertisement. Please see package insert for detailed product information.)



You get these results with help of Fostex

Acne lesions clear faster

Fostex is a more complete acne prescription because it contains 6 anti-acne agents . . . not just 1 or 2. These 6 agents, working together, provide essential actions necessary for local treatment of acne.

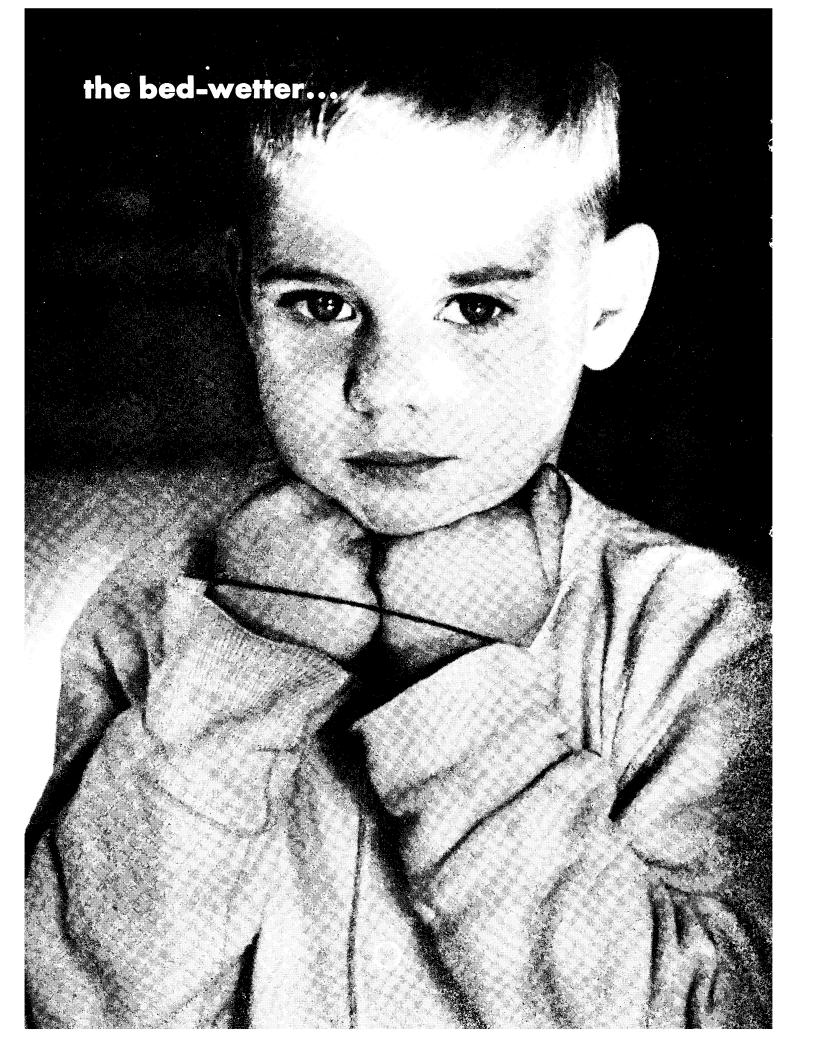
Fostex degreases, dries and peels and degerms acne skin. It helps remove blackheads, unblock pores, prevent pustules and scar-producing cysts, and rids the skin of bacteria. Fostex is easy to use. Instead of using soap, patients simply wash acne skin with Fostex Cream or Cake 2 to 3 times daily.

Only Fostex contains this unique combination of anti-acne agents: Sebulytic® (3 surface-active agents—sodium lauryl sulfoacetate, sodium alkyl aryl polyether sulfonate, sodium dioctyl sulfosuccinate), plus micropulverized sulfur 2%, salicylic acid 2% and hexachlorophene 1%. Supplied-Fostex Cake, bar form. Fostex Cream, 4.5 oz. jars. Also used as a therapeutic shampoo in dandruff and oily scalp which often accompanies acne.

WESTWOOD PHARMACEUTICALS . BUFFALO 13, NEW YORK

FOSTEX blackheads, acne while patients wash

treats pimples,





both victims of "communicable"* ANXIETY

both responsive to ATARAX

widely favored for children

ATARAX syrup

because of its efficacy, relative freedom from side effects...and its excellent flavor which makes administration a pleasure instead of a project

equally effective for grownups

ATARAX tablets

and equally well tolerated by patients of any age...no dulling of mental acuity to interfere with normal activities of busy adults

FOR COMPLETE PRESCRIPTION INFORMATION, CONSULT PRODUCT BROCHURE

* Literally, of course, anxiety is not "communicable" as the word is commonly used, but you probably see many patients whose emotional disturbances are transmitted to and reflected in the people who are closest to them.

VITERRA® Capsules - Tastitabs®
Therapeutic capsules for vitamin-mineral supplementation

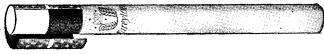




Flavor you never thought you'd get from any filter cigarette!

If you're hungry for flavor, Tareyton's got plenty—and it's plenty good! Quality tobaccos at their peak go into Tareyton! Then the famous Dual Filter brings out the best taste of these choice tobaccos. Try a pack of Dual Filter Tareytons—you'll see!

Dual Filter makes the difference



Product of The American Tobacco Company — DUAL FILTER TAYEY TON



Kills pain....stops tension

For neuralgias, dysmenorrhea, upper respiratory distress and postsurgical conditions—new compound of Soma, phenacetin and caffeine kills pain, stops tension, reduces fever—gives more complete relief than other analgesics...acts fast, relief lasts four to six hours

Composition: 200 mg. Soma (carisoprodol), 160 mg. phenacetin, 32 mg. caffeine. **Dosage:** 1 or 2 tablets q.i.d. **Supplied:** Bottles of 50 apricot-colored, scored tablets.

Also Available As SOMA COMPOUND + CODEINE

Soma Compound boosts the effectiveness of codeine. Therefore, Soma Compound + Codeine contains only

1/4 grain of codeine phosphate to relieve the more severe pain that usually requires 1/2 grain. Otherwise, its composition—and dosage—is the same as Soma Compound. Supplied in bottles of 50 white, lozenge-shaped tablets.

soma Compound



new triad
excellent for over-all topical control of
ATHLETE'S FOOT

(Tinea pedis)

ANAFUNG

ANAFUNG Antifungal CREAM 1 oz. tubes



- direct penetrating multiple antifungal power, more effective than undecylenic acid against fungi in horny, hard-to-reach skin layers
- antibacterial action against secondary infection even against antibiotic-resistant staph. Antimonilial in vitro
- superb drying properties
- relief from itching
- infrequent sensitization or irritation
- pleasant to use

Anafung therapy provides the classic antifungal fatty acids, sodium undecylenate and sodium propionate; the modern bacteriostat; 3,4,4'-trichlorocarbanilide (TCC); drying salicylic acid, cooling menthol and camphor; talcum and zinc stearate in the powders only.

For ANAFUNG SAMPLES and literature, please write

DESITIN CHEMICAL CO., INC.

812 Branch Ave., Providence 4, R. I.

PROMOTED EXCLUSIVELY TO THE PROFESSION

ANAFUNG FOOT POWDER

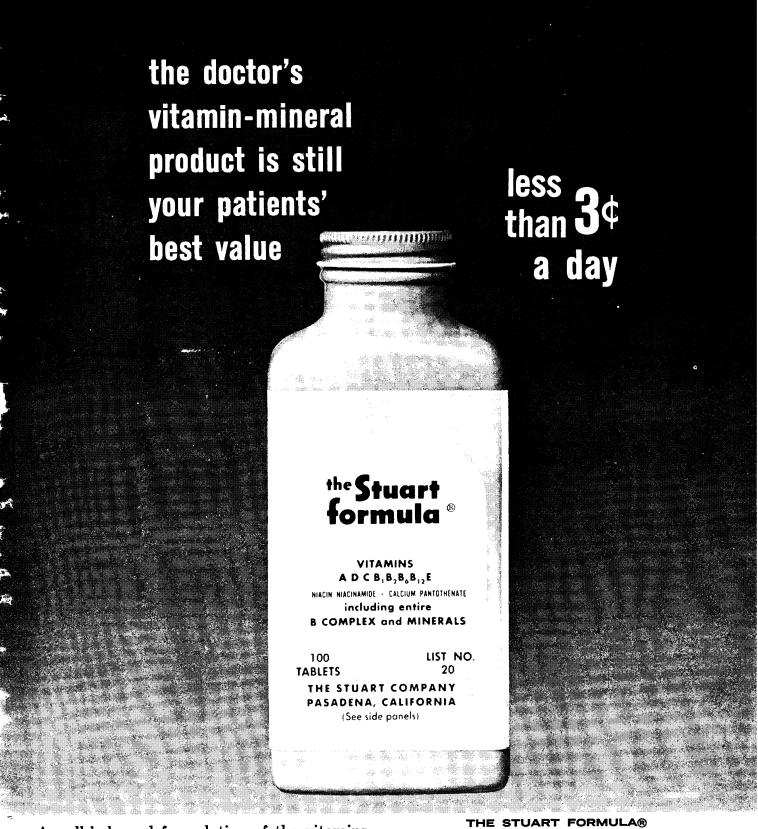
2 oz. cans shaker top



ANAFUNG AEROSOL FOOT POWDER

jet spray leaves long-clinging powder, 6 oz. cans



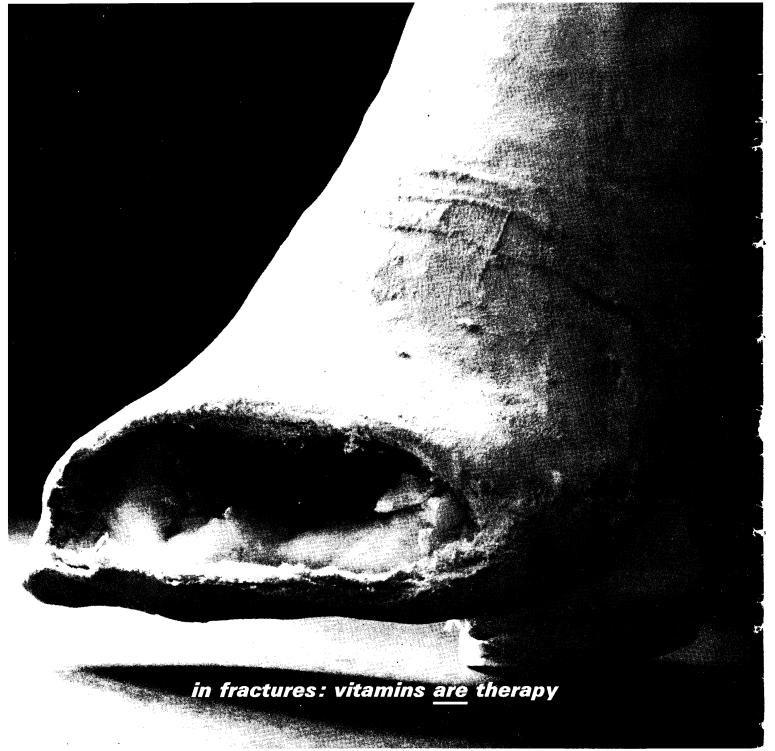


A well-balanced formulation of the vitamins and minerals known to be needed in human nutrition, The Stuart Formula has been advertised to the medical profession and sold through drug stores for over 20 years. It is the

oldest and best-known product of its kind. You can rely on it.

THE STUART COMPANY

The Stuart Formula is available as a pleasant tasting liquid



Few factors are more fundamental to tissue and bone healing than nutrition. Therapeutic allowances of B and C vitamins are important for rapid replenishment of vitamin reserves which may be depleted by the stress of fractures. Metabolic support with STRESSCAPS is a useful adjunct to an uneventful recovery. Supplied in decorative "reminder" jars of 30 and 100.

Each capsule contains:		
Vitamin B ₁ (Thiamine Mononitrate)	10 mg	
Vitamin B ₂ (Riboflavin)	10 mg.	
Niacinamide	100 mg	
Vitamin C (Ascorbic Acid)	300 mg	
Vitamin B ₆ (Pyridoxine HCI)	2 mg	
Vitamin B ₁₂ Crystalline	4 mcgm	
Calcium Pantothenate	20 mg	

Recommended intake: Adults, 1 capsule daily, or as directed by physician, for the treatment of vitamin deficiencies.

LEDERLE LABORATORIES, A Division of AMERICAN CYANAMID COMPANY, Pearl River, N.Y.





Relieves Anxiety and Anxious Depression



The outstanding effectiveness and safety with which Miltown relieves anxiety and anxious depression—the type of depression in which either tension or nervousness or insomnia is a prominent symptom—has been clinically authenticated time and again during the past six years. This, undoubtedly, is one reason why physicians still prescribe meprobamate more often than any other tranquilizer in the world.

Miltown®

Usual dosage: One or two 400 mg. tablets t.i.d. **Supplied:** 400 mg. scored tablets, 200 mg. sugar-coated tablets; bottles of 50. Also as MEPROTABS® – 400 mg. unmarked, coated tablets; and in sustained-release capsules as MEPROSPAN®-400 and MEPROSPAN®-200 (containing respectively 400 mg. and 200 mg. meprobamate).

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Clinically proven in over 750 published studies

- Acts dependably without causing ataxia or altering sexual function
- Does not produce
 Parkinson-like symptoms,
 liver damage or
 agranulocytosis
- B Does not muddle the mind or affect normal behavior

CM-6708

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Twin Pines **NEUROPSYCHIATRIC** HOSPITAL

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Electric shock

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Hydrotherapy

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Occupational therapy

Out-patient services for selective cases

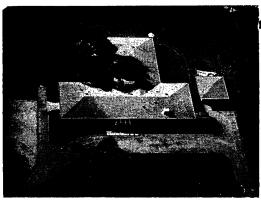
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A. T. VORIS, M.D., Medical Director

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The Alexander Sanitarium is a neuropsychiatric open hospital for treatment of emotional states, geriatric cases and alcoholism. Treatments include hydrotherapy, electro and insulin shock-therapy, psychotherapy and occupational therapy. Conditional reflex treatment for alcoholism.

Occupational facilities consist of special occupational therapy room, tennis court, billiards, badminton court, table tennis and completely enclosed, heated, full-size swimming pool.

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A patient accepted for treatment may remain under the supervision of his own physician if he so desires

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High Standards of Psychiatric Treatment Serving the Los Angeles Area



Fully Approved by Central Inspection Board of APA

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1962 REPORT

Nationwide hospital survey of bacterial susceptibility pattern in 9,872 cultures of common pathogenic bacteria isolated from patients

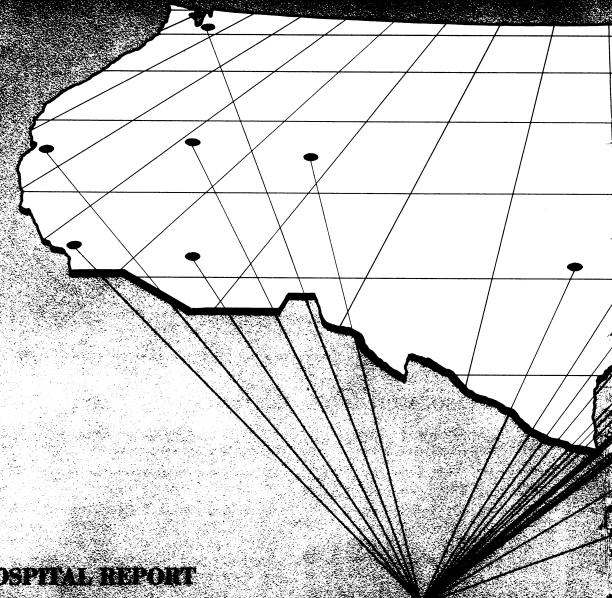
With each passing year, determination of antibiotic effectiveness becomes more critical, and shifting patterns of resistance emerge.

What is the *current* geographical status of *in vitro* bacterial susceptibility to antibiotics?

To get the answer, 23 geographically-dispersed hospitals contributed to a susceptibility survey. Each hospital supplied its own antibiotic sensitivity results which were then tabulated and statistically analyzed. The results of this unprecedented survey—covering five widely-used antibiotics against 9,872 pure cultures of common bacteria isolated from patients—are summarized on the next page.

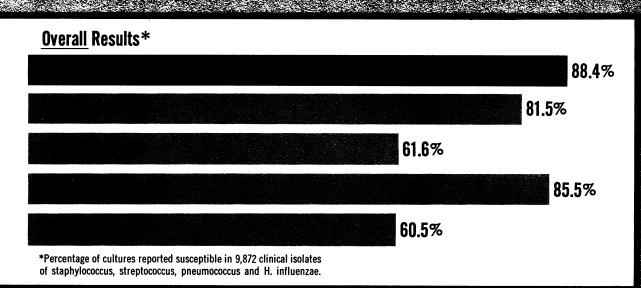
CONCLUSION: overall results showed a

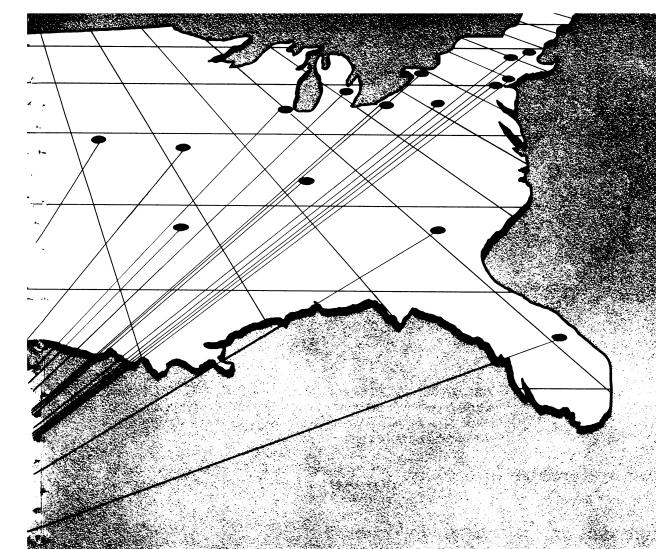
higher percentage of bacterial susceptibility to TAO than to the other antibiotics tested. For the results with the specific bacteria see the following page.



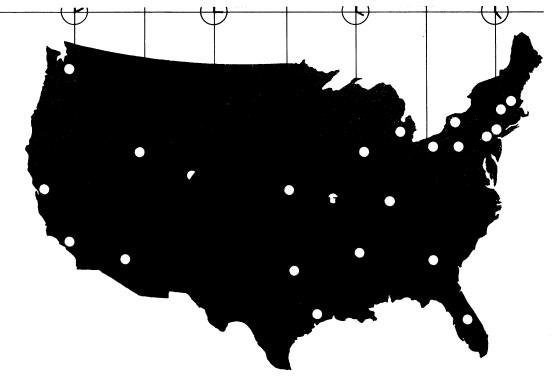
P62 Hospera Report

RESIDENCE A SE





an antibiotic that time hasn't changed



You can expect TAO to produce a rapid, decisive response in acute common infections caused by most Gram-positive and some Gram-negative bacteria, including those resistant to many other antibiotics:

Acute respiratory infections: otitis media, sinusitis, tonsillitis, pharyngitis, bronchitis, lobar and bronchopneumonia, lung abcess,

Acute skin and soft tissue infections: furuncles, carbuncles, impetigo contagiosa, ecthyma, eczema, infected cysts, abscesses, infected contact dermatitis, cellulitis, infected traumatic or surgical ulcers and wounds.

Acute pediatric infections: particularly streptococcal.

Other acute genitourinary, gastrointestinal and miscellaneous infections: pyelonephritis, pyelitis, ureteritis, cyslitis, cysl titis, urethritis (including gonococcal urethritis), acute salpingitis, endometritis, bartholinitis, staphylococcal enterocolitis, osteomyelitis, septic arthritis.

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TAO capsules (250 mg.; 125 mg.)

TAO Ready-Mixed Oral Suspension (raspberry-flavored) (125 mg./5 cc.)

TAO Pediatric Drops (100 mg./cc.)

Parenteral (as oleandomycin phosphate)

For complete prescription information, including dosage, indications and precautions, consult product brochure

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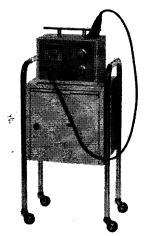


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Dept. CM 962



The Megason XII fits compactly on a small shelf.



The Megason XII shown on a table.



Only the Birtcher Megason XII offers a 5-position transducer.

Stelazine® will stop anxiety—but not your patient! brand of trifluoperazine

To be truly useful in your office patients, an ataractic agent must not only relieve anxiety; it must also leave these patients sufficiently alert to engage in their normal activities.

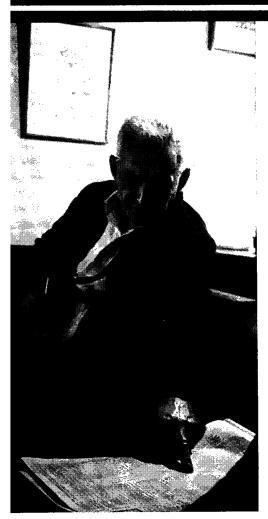
'Stelazine' is such an agent. Its ability to relieve anxiety without producing appreciable sedation has been established in thousands of patients and documented by many published reports. Typical is the finding of Kolodny, who concluded that the prinary advantage of 'Stelazine' over many other tranquilizers seems to be "its ability to relieve symptoms of anxiety without undue interference with alertness."

When you wish to relieve anxiety, yet encourage the patient to engage in his normal activities, consider 'Stelazine'.

1. Kolodny, A.L.: Dis. Nerv. System 22:151 (Mar.) 1961.



Orinase Case History



Mr. B. B., a 61-year-old stockbroker, was put on Orinase almost six years ago. On insulin, he had been imperfectly controlled, irritable, and "used to get overly depressed." On Orinase, 1 Gm. per day, control is smooth and Mr. B. is again his former lively self. He regularly works at home well into the night, preparing for the next day's trading.



An active man, Mr. B. occasionally exercises at the gym. He follows baseball with enthusiasm, likes a friendly game of cards, and often goes visiting the various members of his close-knit family.

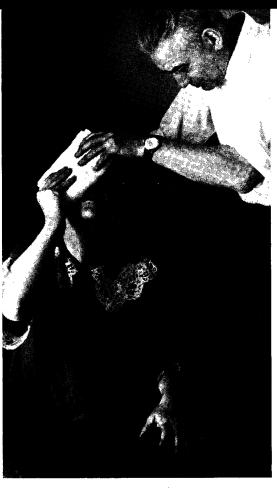


Mr. B., intensely involved in his profession, describes his day as a "continual crisis." Under the stress of representing clients in the face of market fluctuations, his Orinase needs also fluctuate. Guided by his physician, Mr. B. adjusts his dosage between 1 and 2 Gm. daily.

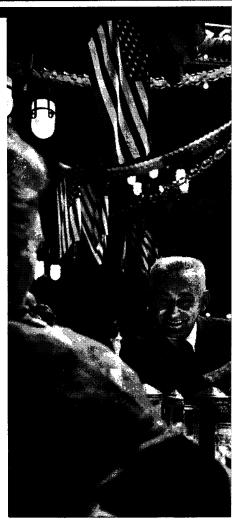
5 years of control



The patient's dosage had to be increased in 1960 at the death of his sister (also a diabetic). For two months, maintenance of control required 2.5 to 3.5 Gm. of Orinase a day; dosage then leveled off again at 1 Gm.



About a year later, when Mr. B.'s wife was incapacitated by an eye ailment, his need for Orinase increased again. During his wife's convalescence, he was taking 2.5 Gm. daily.



Mr. B. is an energetic and sociable man. His work and his philanthropic, family, and social obligations keep him extremely busy. On Orinase, he takes this life in stride.

Orinase* (tolbutamide) stands in a unique position; it alone, among oral antidiabetes agents, has had five years or more of day-to-day routine clinical use in the hands of thousands of physicians throughout the country. Accordingly, data on a considerable number of truly long-term Orinase-treated patients are now available. This series of Orinase five-year case histories has been prepared to illustrate and exemplify some aspects of actual experience in manage-

ment. Patient data, made available to us by physicians, have been factually incorporated; however, patients' identities have been concealed. Any inquiries regarding this Orinase case history series should be addressed to: Medical Department, The Upjohn Company, Kalamazoo, Michigan.

Orinase is supplied in bottles of 50 and 200 tablets. Each tablet contains: tolbutamide...0.5 Gm. Reminder advertisement. Please see package insert

for detailed product information.

The Upjohn Company, Kalamazoo, Michigan

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CLINICAL BRIEFS FOR MODERN PRACTICE

WHY TEST URINE ROUTINELY FOR PROTEIN

In a recent series of 278 diabetic patients, 34.2 per cent (95) had proteinuria. Of this group, almost 3 out of 5 had previously unrecognized renal disease, usually asymptomatic and untreated.¹ Proteinuria may give valuable warning not only of infectious and other renal disorders, but also of degenerative diabetic nephropathy.²

With URISTIX Reagent Strips, testing for proteinuria and glucosuria may be conveniently done at the same time. URISTIX is "... reliable for routine clinical use." It will not give false-positive protein reactions with oral hypoglycemic agent metabolites. URISTIX is simple for patients to use at home and is timesaving for technicians.

References: (1) Moss, J. M.; Schreiner, G. E., and Sweeney, V.: M. Times 89:12 (Jan.) 1961. (2) El Mahallawy, M., and Sabour, M. S.; J.A.M.A. 173:1783 (Aug. 20) 1960.

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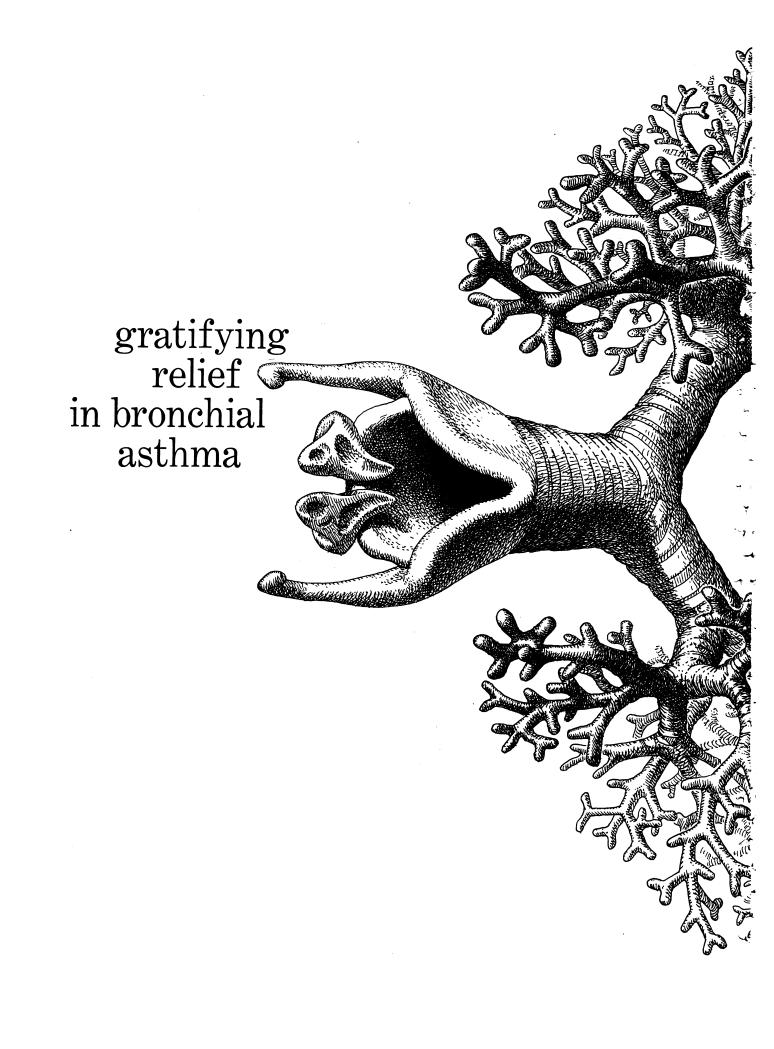


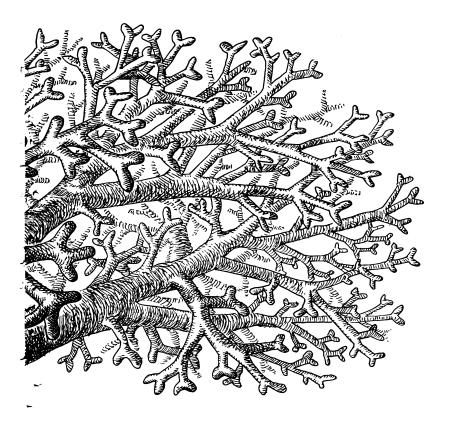


1 dip ... 10 seconds ... 2 readings

available: URISTIX Reagent Strips, bottles of 125

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unsurpassed for total patient benefits

Aristocort Triamcinolone Lederle

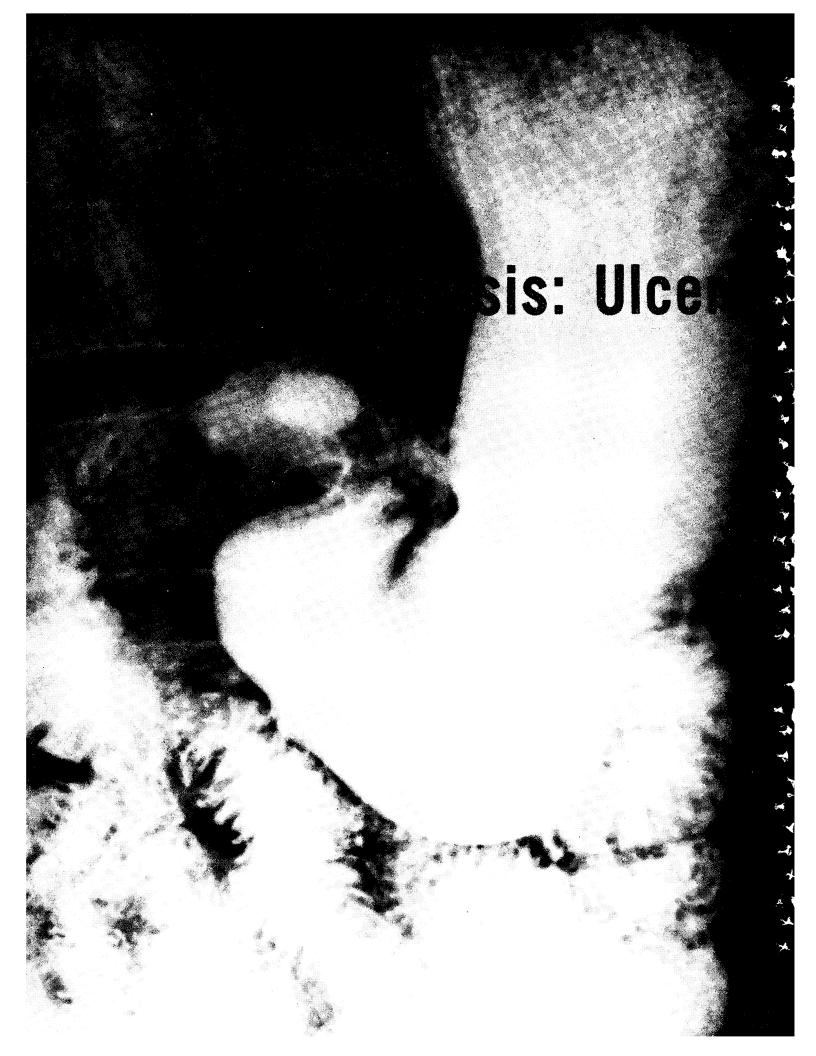


With ARISTOCORT, asthmatic patients obtain sustained relief of wheezing, dyspnea, and spasmodic coughing. It is of particular value in ameliorating severe attacks that may have serious sequelae. With ARISTOCORT, many patients who might otherwise be invalids are able to continue their customary livelihoods or maintain their regular household activities. Yet this symptomatic relief is not often accompanied by the hormonal collateral effects -sodium retention, edema. emotional disturbance. insomnia, voracious appetitethat so often have been a deterrent to steroid therapy.

SUPPLIED: Scored tablets (three strengths), syrup and parenteral. Request complete information on indications, dosage, precautions and contraindications from your Lederle representative, or write to Medical Advisory Department.



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for complete medication ESTOMUL alone

In ulcer therapy "the emphasis should be on total management, including use of antacids, anticholinergic drugs and sedatives, avoidance of gastrointestinal irritants, and skillful attention to emotional problems." †

ESTOMUL alone provides prompt and prolonged relief to the ulcer patient by combining an antacid gel, an antipeptic and gastric demulcent, and a unique mild anticholinergic.

The results are total medication with a single prescription; patient co-operation; and rapid, sustained relief. This relief has been documented in studies involving 29 investigators and 579 patients. They reported these results:

Excellent	74.3%
Good	22.1%
Fair	0.9%
Poor	2.8%

Additional studies, involving another 27 investigators and approximately 500 patients, confirmed the above results.

ESTOMUL Tablets	ESTOMUL Liquid
(1 or 2 tablets	(1 or 2 tablespoons
three times daily)	three times daily)
Each tablet contains:	Each tablespoon contains:
25 mg Orphenadrine* hydrochloride	25 mg
25 mg	50 mg
45 mg Magnesium oxide	_
500 mg Co-precipitate of	
aluminum hydroxide	
and magnesium carbonate.	918 mg

Physicians' brochure available on request.

CAUTION: Federal law prohibits dispensing without prescription. ESTOMUL should not be used in patients with organic pyloric obstruction or achalasia of the esophagus. Use with caution in patients with renal impairment or insufficiency. Relative contraindications for anticholinergic drugs are glaucoma and prostatic hypertrophy which may lead to urinary bladder obstruction.

İKIRSNER, J. B., J.A.M.A., 166:1727, 1958.



*PATENT NOS. 2,567,351; 2,991,225.

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General Mills is now making available, through grocery stores, a Safflower Oil which is totally acceptable in the diet, and which is priced reasonably.

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As you know, Safflower Oil is higher in poly-unsaturates and lower in saturated fats than any other type of readily available vegetable oil.

When an increased polyunsaturated fatty acid intake is desirable, you can recommend Saff-o-life Safflower Oil. You can do so with the assurance that the patient will find it completely appetizing—clear, light and fresh-smelling—and priced at a level which poses no problem.

Ratio of Linoleates* to Saturates *(Poly-Unsaturates)

SAFFLOWER OIL • 9.0 to 1.0 CORN OIL • 5.3 to 1.0 SOYBEAN OIL • 3.5 to 1.0 COTTONSEED OIL • 2.0 to 1.0 PEANUT OIL • 1.6 to 1.0

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46 CALIFORNIA MEDICINE



"relief of symptoms is striking with Rautrax-N"

Rautrax-N decreases blood pressure for almost all patients with mild, moderate or severe essential hypertension. Rautrax-N also offers a new sense of relaxation and well-being in hypertension complicated by anxiety and tension. And in essential hypertension with edema and/or congestive heart failure, Rautrax-N achieves diuresis of sodium and chloride with minimal effects on potassium and other electrolytes.

Rautrax-N combines Raudixin (antihypertensive-tranquilizer) with Naturetin c̄ K (antihypertensive-diuretic) for greater antihyper-

tensive effect and greater effectiveness in relief of hypertensive symptoms than produced by either component alone. Rautrax-N is also flexible (may be prescribed in place of Raudixin or Naturetin $\bar{\mathbf{c}}$ K) and economical (only 1 or 2 tablets for maintenance in most patients).

Supply: Rautrax-N — capsule-shaped tablets providing 50 mg. Raudixin, 4 mg. Naturetin and 400 mg. potassium chloride. Rautrax-N Modified — capsule-shaped tablets providing 50 mg. Raudixin, 2 mg. Naturetin and 400 mg. potassium chloride.

†Hutchison J. C.: Current Therap. Res. 2:487 (Oct.) 1960.

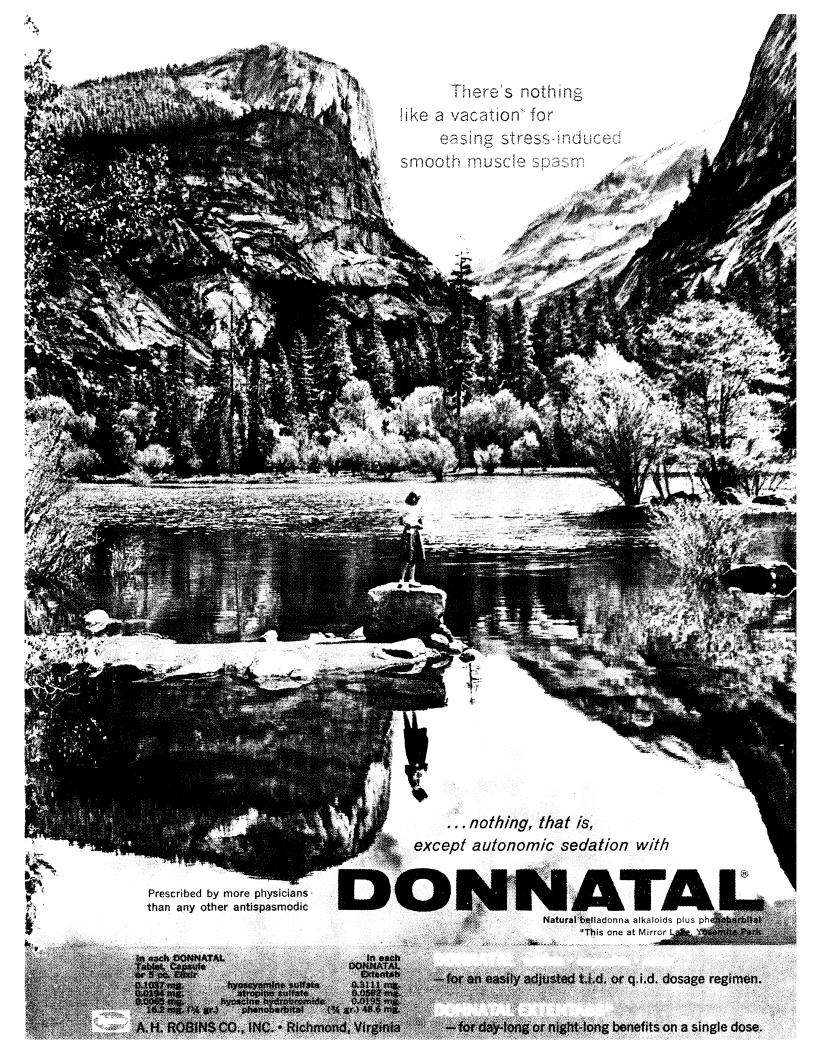
For full information, see your Squibb Product Reference or Product Brief.

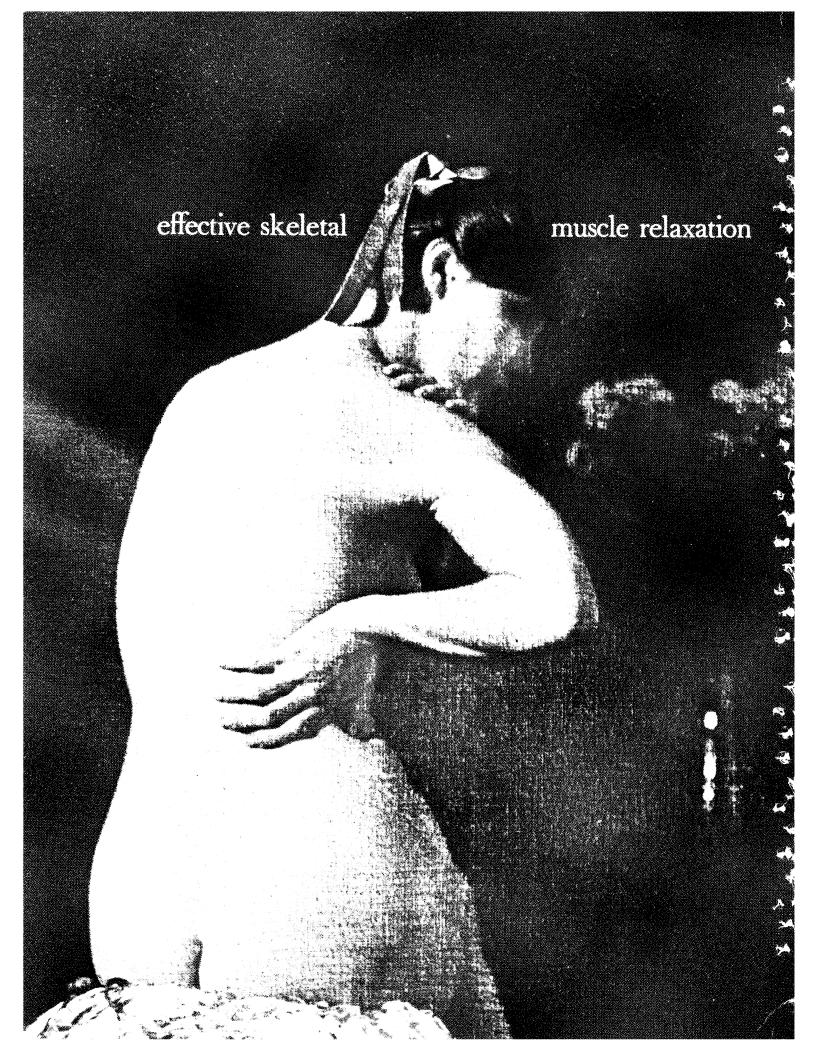
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Squibb Standardized Rauwolfia Serpentina Whole Root (Raudixin) and Bendrofiumethiazide (*Naturetin) with Potassium Chloride



'RAUDIXIN'®, 'RAUTRAX'®, AND' NATURETIN'® ARE SQUIBS TRADEMARKS.





as each patient may require

—for dramatic promptness: Robaxin Injectable usually provides relaxation of painful spasm in minutes. Clinicians have reported that it is "effective in producing immediate relaxation," and brings about "dramatic relief of pain and spasm" within 15 to 20 minutes.³

In each 10-cc ampul Methocarbamol (Robins) 1.0 Gm.

—for prolonged use with safety: ROBAXIN TABLETS safely maintain relief of spasm without drowsiness. "The effect does not wax and wane."4

Continued use shows "no deleterious effect on normal muscle tone."6

In each white, scored Robaxin tablet In each scored, capsule-shaped Robaxin-750 tablet

Methocarbamol (Robins) 500 mg. Methocarbamol (Robins) 750 mg.

$\mathbf{ROBAXIN}^{\circ}$



Robaxin is methocarbamol (Robins) U. S. Pat. No. 2770649

—for concurrent analgesia: ROBAXISAL TABLETS, combining ROBAXIN with aspirin, are useful in spasm-triggering states that are painful in themselves, or when pain is prominently associated with muscle spasm.

In each pink-and-white laminated tablet Methocarbamol (Robins) 400 mg. Acetylsalicylic acid (5 gr.) 325 mg.

—for concurrent analgesia plus sedation: ROBAXISAL-PH TABLETS, combining ROBAXIN with the sedative-reinforced analgesic Phenaphen®, are particularly helpful in giving comprehensive relief to patients in whom muscle spasm is accompanied by spasm-potentiating pain and apprehension.

In each green-and-white laminated tablet
Methocarbamol (Robins) 400 mg.
Phenacetin 97 mg

Acetylsalicylic acid (1¼ gr.) 81 mg. Hyoscyamine sulfate 0.016 mg. Phenobarbital (½ gr.) 8.1 mg.

ROBAXISAL Robins

References: 1. Carpenter, E. B.: South. M. J. 51:627, 1958. 2. Hudgins, A. P.: Clin. Med. 8:243, 1961. 3. Lamphier, T. A.: J. Abdomin. Surg. 3:55, 1961. 4. Levine, I. M.: Med. Clin. N. America 45:1017, 1961. 5. Meyers, G. B., and Urbach, J. R.: Penna. M. J. 64:876, 1961. 6. Perchuk, E., Weinreb, M., and Aksu, A.: Angiology 12:102, 1961. 7. Poppen, J. L., and Flanagan, M. E.: J.A.M.A. 171:298, 1959. 8. Schaubel, H. J.: Orthopedics 1:274, 1959. 9. Steigmann, F.: Am. J. Nursing 61:49, 1961.

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control the two-headed dragon of pain & spasm

"HIGH THERAPEUTIC EFFECT"

A growing library of clinical reports on the use of ROBAXIN in painful skeletal muscle spasm continues to reaffirm its effectiveness, dependability, rapidity of action, and lack of significant side effects.

Some recent comments:

- "... high therapeutic effect ..."5
- "... superior to other relaxants..."9
 - "... remarkably effective ..."2
- "...a high potential for prompt relief ..."8
- "... unusual freedom from toxicity..."

blood pressure approaches normal more readily, more safely....simply

Salutensin

(hydroflumethiazide, reserpine, protoveratrine A-antihypertensive formulation)

Early, efficient reduction of blood pressure. Only Salutensin combines the advantages of protoveratrine A ("the most physiologic, hemodynamic reversal of hypertension") with the basic benefits of thiazide-rauwolfia therapy. The potentiating/additive effects of these agents²⁻⁸ provide increased antihypertensive control at dosage levels which reduce the incidence and severity of unwanted effects.

Salutensin combines Saluron® (hydroflumethiazide), a more effective 'dry weight' diuretic which produces up to 60% greater excretion of sodium than does chlorothiazide®; reserpine, to block excessive pressor responses and relieve anxiety; and protoveratrine A, which relieves arteriolar constriction and reduces peripheral resistance through its action on the blood pressure reflex receptors in the carotid sinus.

Added advantages for long-term or difficult patients. Salutensin will reduce blood pressure (both systolic and diastolic) to normal or nearnormal levels, and maintain it there, in the great majority of cases. Patients on thiazide/rauwolfia therapy often experience further improvement when transferred to Salutensin. Further, therapy with Salutensin is both economical and convenient.

Each Salutensin tablet contains: 50 mg. Saluron® (hydroflumethiazide), 0.125 mg. reserpine, and 0.2 mg. protoveratrine A. See Official Package Circular for complete information on dosage, side effects and precautions.

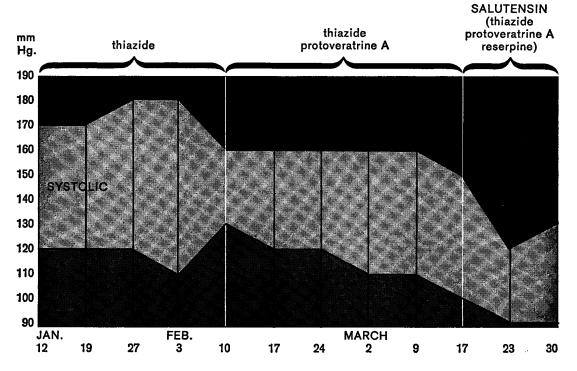
Supplied: Bottles of 60 scored tablets.

References: 1. Fries, E. D.: In Hypertension, ed. by J. H. Moyer, Saunders, Phila., 1959 p. 123. 2. Fries, E. D.: South M. J. 51:1281 (Oct.) 1958. 3. Finnerty, F. A. and Buchholz, J. H.: GP 17:95 (Feb.) 1958. 4. Gill, R. J., et al.: Am. Pract. & Digest Treat. 11:1007 (Dec.) 1960. 5. Brest, A. N. and Moyer, J. H.: J. South Carolina M. A. 56:171 (May) 1960. 6. Wilkins R. W.: Postgrad. Med. 26:59 (July) 1959. 7. Gifford, R. W., Jr.: Read at the Hahnemann Symp. on Hypertension, Phila. Dec. 8 to 13, 1958. 8. Fries, E. D., et al.: J. A. M. A. 166:137 (Jan. 11) 1958. 9. Ford, R. V. and Nickell, J.: Ant. Med. & Clin. Ther. 6:461, 1959.

all the antihypertensive benefits of thiaziderauwolfia therapy plus the specific, physiologic vasodilation of protoveratrine A

11 WEEKS TO LOWER BLOOD PRESSURE TO DESIRED LEVELS BY SERIAL ADDITION OF THE INGREDIENTS IN SALUTENSIN IN A TEST CASE

(Adapted from Spiotta, E. J.: Report to Department of Clinical Investigation, Bristol Laboratories)



31/2 WEEKS TO LOWER BLOOD PRESSURE TO DESIRED LEVELS USING SALUTENSIN FROM THE START OF THERAPY IN A "DOUBLE BLIND" CROSSOVER STUDY

Mean Blood Pressures—Systolic (S) and Diastolic (D)

	Placebo		ed by Salutients)	tensin	Salutensin Followed by Placebo (23 patients)			
mm	Placebo Before After		Salutensin Before After		Salutensin Before After		Placebo Before After	
Hg. 190 180 170 160 150 140 130 120 110 90 80 70 60 50		. S :	8	9	9.			0

In this "double blind" crossover study of 45 patients, the mean systolic and diastolic blood pressures were essentially unchanged or rose during placebo administration, and decreased markedly during the 25 days of Salutensin therapy. (Smith, C. W.: Report to Department of Clinical Investigation, Bristol Laboratories.)

BRISTOL LABORATORIES/Div. of Bristol-Myers Co., Syracuse, N.Y.



... even though surrounded by allergens. Co-Pyronil® provides smooth, continuous control of allergic symptoms—relief in minutes for hours, with virtually no side-effects. And there is a dosage form for every allergic patient. Pulvules® · Suspension · Pediatric Pulvules

Each Pulvule contains Pyronil® (pyrrobutamine, Lilly), 15 mg.; Histadyl® (methapyrilene hydrochloride, Lilly), 25 mg.; and Clopane® Hydrochloride (cyclopentamine hydrochloride, Lilly), 12.5 mg. Each pediatric Pulvule or 5-cc. teaspoonful of the suspension contains half of the above quantities. This is a reminder advertisement. For adequate information for use, please consult manufacturer's literature. Eli Lilly and Company, Indianapolis 6, Indiana.



(pyrrobutamine compound, Lilly)

52 CALIFORNIA MEDICINE

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1963 annual meeting

Ambassador Hotel, Los Angeles, March 24-27, 1963

announcing: LAST CALL FOR SCIENTIFIC EXHIBITS, MEDICAL MOTION PICTURES, SCIENTIFIC PAPERS

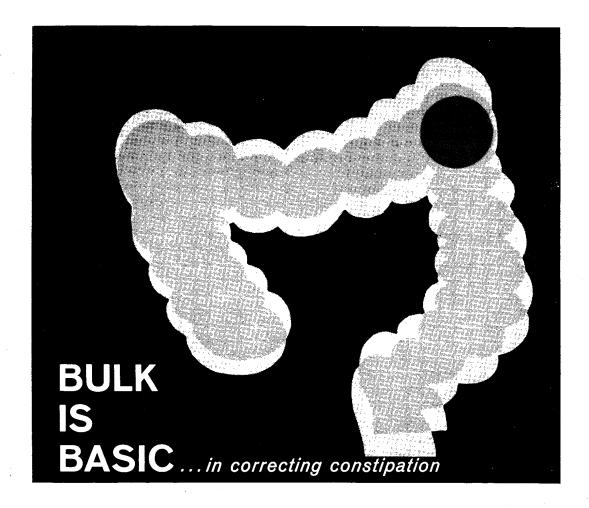
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Do you have A SCIENTIFIC EXHIBIT? ... A MEDICAL MOTION PICTURE? ... Write now to the CMA Committee on Scientific Work, 693 Sutter Street, San Francisco 2, for application forms for Scientific Exhibits and Medical Motion Pictures. Don't wait! Completed application forms must be in this office this month so that space and time can be allotted.

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The effectiveness of Metamucil in correcting constipation is a direct result of its physiologic action.

The stimulus which initiates the defecatory reflex is the fecal mass in the lower sigmoid colon and rectum. Metamucil provides that mass as a bland, nonirritating, easily compressed bulk, similar in consistency to the normal protective mucus of the colon.

Taken regularly, Metamucil tends to correct the insensitive reflex of a bowel abused by laxatives and to restore the natural responsiveness to the urge to stool.

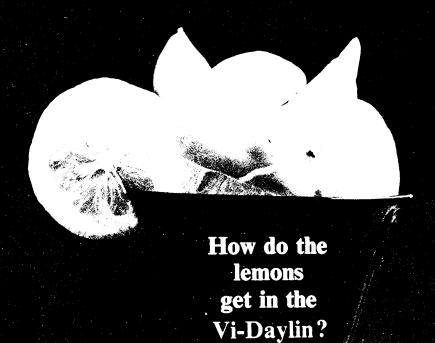
Metamucil is available as Metamucil powder in 4, 8 and 16-oz. containers and as lemon-flavored Instant Mix Metamucil in cartons of 16 and 30 single-dose packets.

 Best, C. H., and Taylor, N. B.: The Physiological Basis of Medical Practice, ed. 6, Baltimore, The Williams & Wilkins Company, 1955, p. 578,

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Research in the Service of Medicine



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VI-DAYLIN-Vitamins A, D, B₁, B₂, B₆, B₁₂, C, and Nicotinamide, Abbott; VIDAYLIN-M
-Homogenized Mixture of Vitamins with Minerals, Abbott; VI-DAYLIN-T-High Potency Multivitamins, Abbott.



Remember, there are three liquid formulas: Vi-Daylin, ViDaylin-M[®] (with minerals), and ViDaylin-T[®] (therapeutic). And if patients get a little owlly and won't touch anything in a spoon, you can give them the new Chewable (please see back of this page).

Each delicious, 5-cc. teaspoonful of Vi-Daylin supplies the following proportions of the Minimum

Daily Requirements of:	MDR	##PR
(2000 unita)		(Infants)
Vitamin A	1	1
Thiamine HCl (B ₁)1.5 mg	2	6
Riboflavin (82) 1.2 mg	11%	2
Ascorbic Acid (C)50 mg	21/2	5
Nicotinamide 10 mg	11%	2
Also supplies cyanocobalamin (B.		
pyridoxine Hydrochloride 1 mg.		209035A

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My family enjoys your chewable intimans. It seems like we can not get enough of your vitimans. My sister enjoys your vitimans so much that she ask for more but cannot have no more. I like them because my mother does not have to worry about scolding us when taking it. Its good because you don't have no worries about something falling on the floor. If you kept on making these vitimans all the worlds children would be happy again. How I would like to know whether I may have any information on the Middle West. You see my class and I are studying it. So if the information can be given I thank you very much.

"...all the worlds children would be happy again."

(an unsolicited testimonial from an actual letter)





asthma attack averted ...in minutes

patient protectedfor hours





Nephenalin (the dual-action anti-asthmatic tablet)

... works with nebulizer speed-provides four-hour protection

One Nephenalin tablet provides: air in a hurry—through sublingual isoproterenol HCl, 10 mg. air for hours—through theophylline, 2 gr.; ephedrine, 3% gr.; phenobarbital, 1% gr.

Dosage: Hold one Nephenalin tablet under the tongue for five minutes to abort the asthmatic attack promptly. Then swallow the tablet core for four full hours' protection against further attack. Only one tablet should be taken every four hours. No more than five tablets in 24 hours. Supplied: Bottles of 50 tablets. For children: Nephenalin Pediatric, bottles of 50 tablets.

Caution: Do not administer Nephenalin with epinephrine. The two medications may be alternated at 4-hour intervals. Nephenalin should be administered with caution to patients with hyperthyroidism, acute coronary disease, cardiac asthma, limited cardiac reserve, acute myocardial damage, and to those hypersensitive to sympathomimetic amines. Phenobarbital may be habit forming. Thos. Leeming & Co., Inc., New York 17, N.Y.



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she's losing weight

'Dexedrine' Spansule capsules not only control appetite all day long, but at the same time encourage normal activity. This is particularly important because overweight patients are often inactive. In such patients 'Dexedrine' overcomes lethargy, helps renew their interest in doing things—not just eating.

PRESCRIBING INFORMATION

INDICATIONS AND DOSAGE: For the following indications, the recommended daily dosage is one or two 'Dexedrine' *Spansule* capses, susually taken in the morning: control of appetite in weight reduction; depressive states; alcoholism. In narcolepsy, the recommended daily dosage is up to 50 mg. of 'Dexedrine' by 'Spansule' capsule on arising.

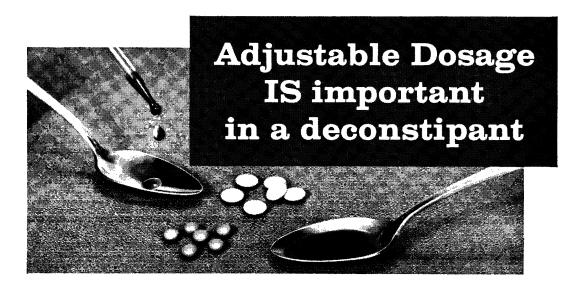
SIDE EFFECTS: Insomnia, excitability and increased motor activity are infrequent and ordinarily mild.

CAUTIONS: Should be used with caution in patients hypersensitive to sympathomimetic compounds; in cases of coronary or cardiovascular disease; and in the presence of severe hypertension.

CONTRAINDICATIONS: Hyperexcitability; agitated pre-psychotic states.

SUPPLIED: 5 mg., 10 mg. and 15 mg., in bottles of 30. (Each capsule contains dextro amphetamine sulfate, 5 mg., 10 mg., or 15 mg.) Prescribing information adopted January 1961.





that's why **MODANE** offers you a dosage form for every patient

TABLETS REGULAR (yellow) For your average adult patient.



Each tablet contains 75 mg. danthron, 25 mg. calcium pantothenate. Dose — 1 tablet immediately after the evening meal.

TABLETS MILD (pink) for hypersensitives and children (6 to 12 yrs).

Each tablet contains 37.5 mg. danthron, 12.5 mg. calcium pantothenate. Dose — 1 tablet to be taken immediately after the evening meal.



LIQUID ... for geriatric, pediatric, and "liquid only" patients.

Each teaspoonful contains 37.5 mg. danthron and 12.5 mg. calcium pantothenate. Dose — 1 teaspoonful or fraction thereof, according to age and condition, immediately after the evening meal.



MODANE'S danthron (1, 8-dihydroxyanthraquinone) in individualized dosages assures safe, gentle overnight relief — without irritation or griping — acts systemically on the large intestine. MODANE'S calcium pantothenate offers neurohumoral aid to rehabilitation of the bowel which, from distention and overwork, has become flaccid and atonic.

THE WARREN-TEED PRODUCTS COMPANY COLUMBUS 15, OHIO



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PERCODAN BRINGS <u>SPEED</u>...DURATION... AND DEPTH TO ORAL ANALGESIA

in the wide middle region of pain

PERCODAN

(Salts of Dihydrohydroxycodeinone and Homatropine, plus APC) TABLETS

fills the gap between mild oral and potent parenteral analgesics

■ acts in 5-15 minutes ■ relief usually lasts 6 hours or longer ■ constipation rare ■ sleep uninterrupted by pain

Literature on request



ENDO LABORATORIES Richmond Hill 18, New York AVERAGE ADULT DOSE: 1 tablet every 6 hours. May be habit-forming. Federal law allows oral prescription. Also Available: Percodan®-Demi: the complete Percodan formula, but with only half the amount of salts of dihydrohydroxycodeinone and homatropine.

Each scored, yellow Percodan* Tablet contains 4.50 mg. dihydrohydroxycodeinone HCl, 0.38 mg. dihydrohydroxycodeinone terephthalate (warning: may be habit-forming), 0.38 mg. homatropine terephthalate, 224 mg. acetylsalicylic acid, 160 mg. acetophenetidin, and 32 mg. caffeine.

*U.S. Pats. 2,628,185 and 2,907,768



In acne—24-hour-a-day skin care with antibacterial pHisoHex® (contains 3% hexachlorophene)

In acne, pHisoHex, antiseptic detergent, provides continuous antibacterial action against the infection factor. With exclusive, frequent use, pHisoHex builds up an effective antibacterial film on the skin that resists rinsing—lasts from wash to wash. pHisoHex augments any other therapy of acne.

When pHisoHex was used for washing by 42 patients with acne, "the results were uniformly encouraging..." "No patient failed to improve." 1

pHisoHex cleans the skin of acne patients better than soap because it is forty per cent more surface active. It is a powerful emulsifier of oil, an action particularly beneficial in acne. Moreover, it cleans the orifices of the sebaceous glands, sweat glands and hair follicles more rapidly and more thoroughly than soap. pHisoHex lacks the potentially harmful qualities of soap. It is non-alkaline, nonirritating and hypoallergenic.²

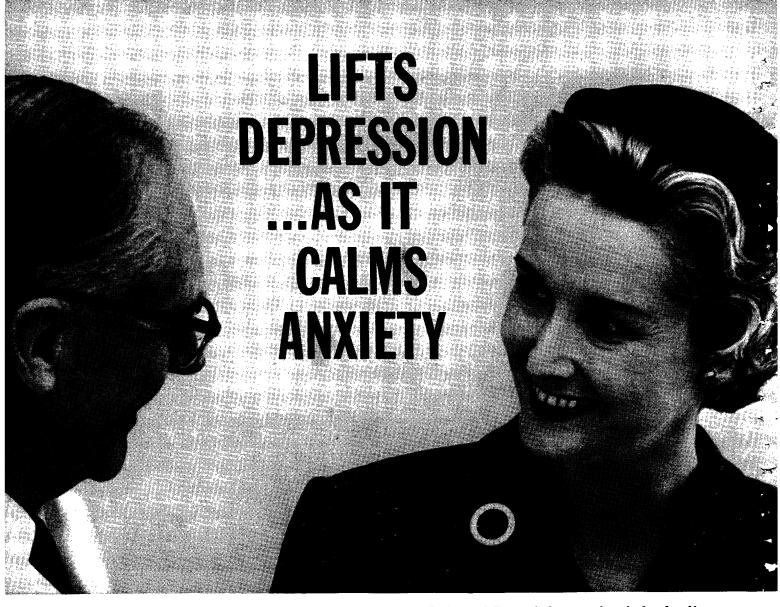
For acne, prescribe pHisoHex—and get improved results.

pHisoAc® Cream dries, peels and masks lesions. Use it with pHisoHex washings to help prevent comedones, pustules and scarring. Contains colloidal sulfur 6 per cent, resorcinol 1.5 per cent and hexachlorophene 0.3 per cent.

pHisoHex is available in unbreakable squeeze bottles of 5 oz. and 1 pint-and in combination package with pHisoAc Cream.

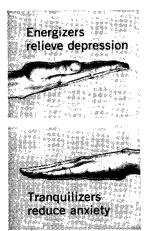
1. Hodges, F. T.: GP 14:86, Nov., 1956. 2. Guild, B. T.: Arch. Dermat. 51:391, June, 1945.

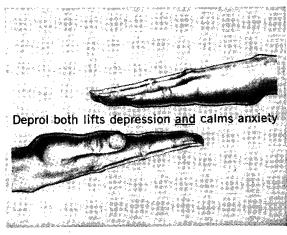
Winthrop LABORATORIES New York 18, N.Y.



"I feel like my old self again!" Balanced Deprol therapy has helped relieve her insomnia and fatigue - her normal energy, drive and interest have returned.

Brightens up the mood, brings down tension





Dosage: Usual starting dose is 1 tablet q.i.d. When necessary, this may be increased gradually up to 3 tablets q.i.d. With establishment of relief, the dose may be reduced gradually to maintenance levels.

Composition: 1 mg. 2-diethylaminoethyl benzilate hydrochloride (benactyzine HCl) and 400 mg. meprobamate.

Supplied: Bottles of 50 light-pink, scored tablets. Write for literature and samples.

Deprol

 \mathbf{W}_{c} WALLACE LABORATORIES Cranbury, N.J.

FOR PSORIASIS - ESPECIALLY IN INTERTRIGINOUS AREAS

ALPHOSYL LUBRICATING CREAM

REMOVES SCALES! REDUCES ERVTHEMA! RELIEVES IRRITATION

Now! The Clinically Proven ALPHOSYL Formula in a New Cream Base that Simulates Natural Skin Lipids!

Marked success in treating psoriasis—especially in intertriginous areas—is reported with new Alphosyl Lubricating Gream.¹ In a study of 96 psoriatics, 78 patients experienced 75% to 100% clearing—15 showed 50% to 75% clearing.¹

Alphosyl Lubricating Cream not only helps remove scales and reduce crythema, but a new cream base affords added lubrication between the skin folds.



Patient E. C. Treatment started Jan. 14. On Feb. 18 clearing is almost complete.

Thus, it prevents the painful irritation that results from the rubbing of lesion against lesion. The base enhances moisture retention and, containing squalane, dissolves a cement substance in psoriatic scale.

Active Ingredients: Allantoin 2% and special coal tar extract (Tarbonis®) 5%.

Supplied: In tubes of 60 Gm.

Important Therapeutic Note: Instruct patient to rub Alphosyl Proposely into the skin.

References: L. Bleiberg, J.: Clin. Med. 8:1724 (Sept.) 1961.

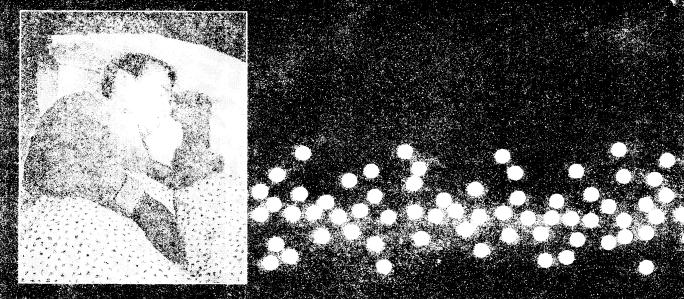
For generalized and scalp psoriasis ALPHOSYL LOTION

For psoriasis—with acute inflammation ALPHOSYL. HC

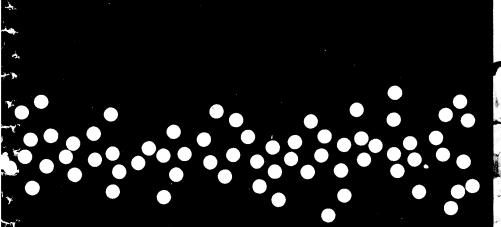
LOTION WITH 0.25% HYDROCORTISONE

REED & CARNRICK / Kenilworth, New Jersey





Throughout the





night, the arthritic wakes up comfortable

Morning stiffness may be reduced or even eliminated as a result of therapy with the only steroid in long-acting form. And the slow, steady release of steroid makes it possible in some cases to reduce the frequency of administration and/or the total daily steroid dosage.

Each hard-filled capsule contains Medrol (methylprednisolone) 4 mg. Also available in 2 mg, soft elastic capsules.

Supplied in bottles of 30 and 100.

Upjohn

The Upjohn Company, Kalamazoo, Michigan

Reminder advertisement. Please see package insert for detailed product information.



BENEFICIAL RESULTS were obtained with SARDO in the bath in 122 of 135 patients (90%) with dry, itchy skin conditions, in most cases with beneficial effect "after the first bath." Dryness was allayed in all cases, and associated itching "either completely relieved or greatly improved." No irritation or sensitization was observed.

This new study corroborated others²⁻⁴ showing that SARDO helps re-establish the normal physiologic lipid-aqueous skin balance.

Pleasant, easy-to-use SARDO releases millions of microfine water-dispersible globules* in the bath. Bottles of 4, 8 and 16 oz. ©1962 *Patent Pending T.M.

SAMPLES and literature available from ...

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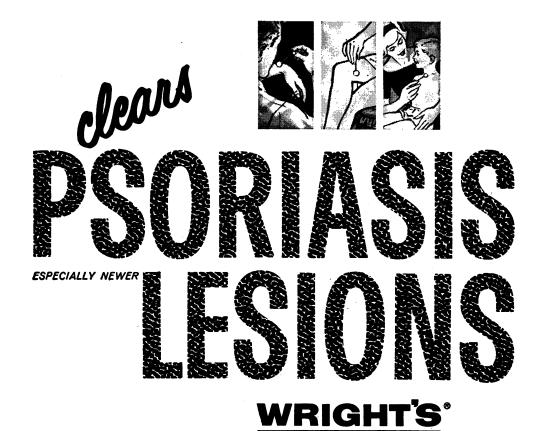
- 1. Borota, A., and Grinell, R.N.:
- J. Amer. Geriatrics Soc., 10:413, 1962. 2. Spoor, H. J.: N.Y. State J. M. 58:3292, 1958.
- 3. Lubowe, I. I.: Western Med. 1:45, 1960.
- 4. Weissberg, G.: Clin. Med. 7:1161, 1960.

l 1944, C.E. and William & Journal Labor 78 (E., 1986)

A.H. ROBINS CO., INC., V. Bistimbat, Strebia

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PROVED A standard with dermatologists for 20 years

EFFECTIVE Successful without ultraviolet therapy

pharmacologically and cosmetically superior solution of active principles of coal tar in alcohol. Supplied 3 oz. bottles with applicator; 8 oz. and 16 oz. bottles. Apply directly to lesions once or twice daily.

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CONVENIENT Economical

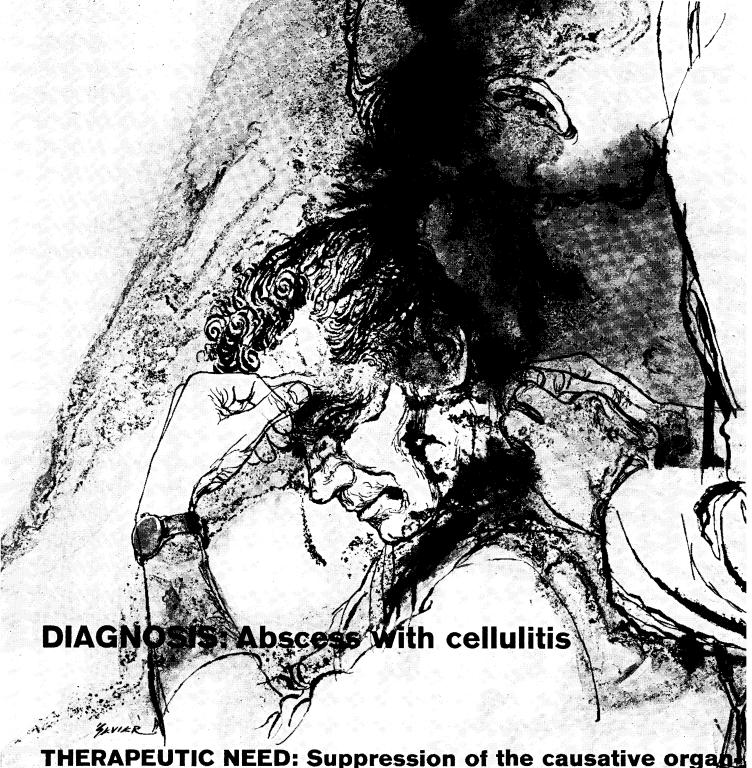
...easy to use...nonirritating...nonstaining

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PROVEN THERAPY FOR PSORIASIS, ECZEMAS, AND MANY DERMATOSES

LIQUOR



THERAPEUTIC NEED: Suppression of the causative organisms and drainage.

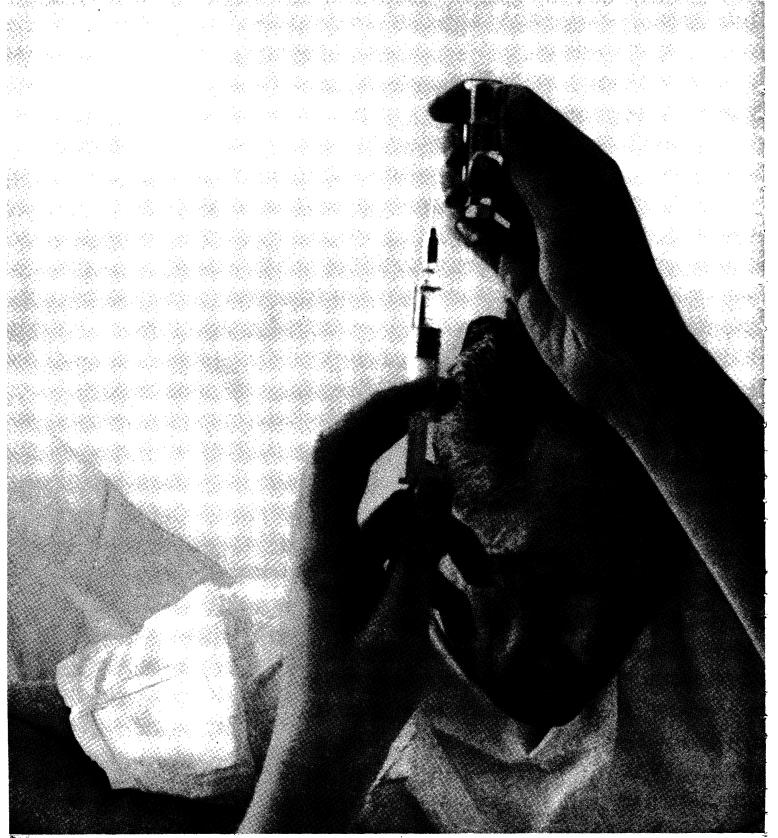
ANTIBIOTIC: DECLOMYCIN

because it has been proved clinically effective in abscess and other soft-tissue infections.

Request complete information on indications, dosage, precautions and contraindications from your Lederle representative, or write to Medical Advisory Department.

LEDERLE LABORATORIES, A Division of AMERICAN CYANAMID COMPANY, Pearl River, New York Lederle





in acute nausea and vomiting..

Postoperative States: Injected intramuscularly, Dramamine affords immediate, prolonged relief of nausea and vomiting. Once the acute stage has subsided, the patient may be maintained on either Dramamine Liquid or Tablets.



dramatic results with ramamine®

the classic antinauseant

AMPULS (FOR I.M. OR I.V. USE)/SUPPOSICONES®/LIQUID/TABLETS

Research in the Service of Medicine

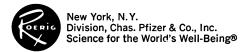
SEARLE



moderate to complete relief of symptoms in 9 out of 10 patients*

Prescribe ANTIVERT, a leading anti-vertigo product, for prompt relief of vertigo, Meniere's syndrome and allied disorders. Side reactions, usually only flushing and tingling, are short-lived and considered coincidental to the vasodilation produced by nicotinic acid. As with all vasodilators, ANTIVERT is contraindicated in severe hypotension and hemorrhage.

Dosage: One Antivert tablet (or 1-2 teaspoonfuls antivert syrup) three times daily, before each meal. **Supplied:** Small blue-and-white scored tablets (meclizine HCI 12.5 mg. and nicotinic acid 50 mg.) in bottles of 100. Syrup (each 5 cc. teaspoonful contains meclizine HCI 6.25 mg. and nicotinic acid 25 mg.) in pint bottles. Prescription only. Bibliography available on request. *Scal, J. C.: Eye Ear Nose & Throat Month. **38**:738 (Sept.) 1959.





from boutonneuse fever in Africa

Whether treating boutonneuse fever, bronchopneumonia, or a host of other infections, physicians throughout the world continue to rely on the effectiveness, relative safety, and exceptional toleration of Terramycin in broad-spectrum antibiotic therapy. This continuing confidence is based upon thousands of published clinical reports and successful experience in millions of patients. The next infection you see will more than likely be "Terra-responsive."





to bronchopneumonia in California





Today...in vulvovaginitis

you can almost match the "olden time cures of 100%" legitimately, with...TRIVA combination

■ Regardless of cause (Monilia, Trichomonas, Non-specific), 85% of 255 consecutive vulvovaginitis patients were clear 3, or more, months after treatment. ■ Diagnosis and "cure" were based on the most definitive and objective testing methods ever reported — methods determined only after exhaustive and rigorously controlled studies. ■ Side effects (burning and/or irritation) were minimal. Although some patients did complain, these complaints were no more than could be expected for a non-selective clinical study.

TRIVA Combination (Douche & Jel) is simple and convenient to use...patient cooperation is outstanding—particularly since the therapeutic course is so short, only 16 days. ■ FORMULA: Triva Combination contains as active ingredients... Douche: Oxyquinoline sulfate 2%, alkyl aryl sulfonate 35%, disodium ethylenediaminetetraacetate 0.33%, sodium sulfate 53%...Jel (each 5 Gm.): oxyquinoline benzoate 7.5 mg., alkyl aryl sulfonate 62.5 mg., disodium ethylenediaminetetraacetate 2.5 mg., 9-aminoacridine HCl 10 mg., copper sulfate 0.063 mg., sodium sulfate 6.9 mg....For full information on action, dosage, administration and precautions refer to page 541 of your current PDR. ■ REFERENCE: 1. Moore, J. G. and Hindle, W. H.: "Practical Treatment of Clinical Vulvovaginitis," delivered at the Annual District VIII Meeting, Am. College of Obst. & Gynec., Denver, Colo, September 12, 1960.

BOYLE & COMPANY BELL GARDENS, CALIFORNIA





THERAPEUTIC NEED: Suppression of the bacteriuria.

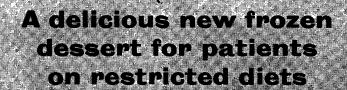
PECION **ANTIBIOTIC:**

because it provides effective antibacterial activity in the urinary tract.

Request complete information on indications, dosage, precautions and contraindications from your Lederle representative, or write to Medical Advisory Department.

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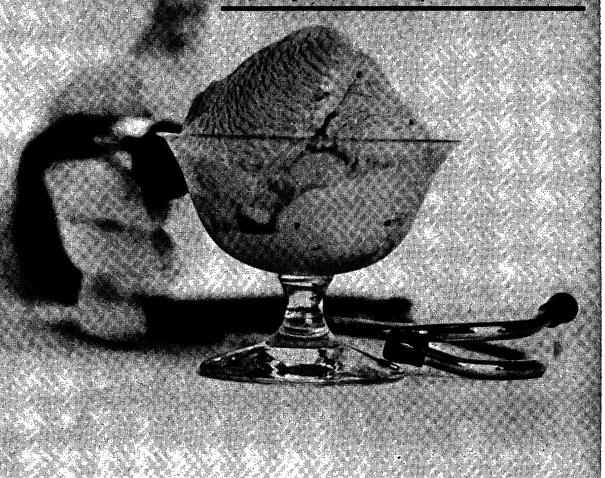
For patients with elevated serum cholesterol levels you may now consider a delicious new kind of frozen dessert which: 1) is made with poly-unsaturated, non-hydrogenated safflower oil; 2) contains a high percentage of essential linoleic acid; and 3) meets budgetary requirements of patients. Moreover, the high content of poly-unsaturated fatty acids in safflower oil has important nutritional implications. Hi-Saff also contains milk proteins, lecthin, and honey, and is vitamin enriched. Thus, it is a dessert with wholesome appeal for persons of all ages—and particularly for geriatric patients. Try a sample yourself!

IMITATION ICE CREAM

Made with poly-unsaturated, non-hydrogenated safflower oil. Avail-able in leading food markets.



For certificates good for PINT SAMPLES, as well as a bibliography pertinent to fat metabolism, write to Frozen Desserts Co., 6659 Santa Monica Blvd., Los Angeles 38, California. HOllywood 4-8271.



78 CALIFORNIA MEDICINE

RELIEVE THE COLD SUPPRESS THE COUGH WITH NEW

'EMPRAZIL-C'

TABLETS

ANTITUSSIVE - DECONGESTANT - ANALGESIC

Each tablet contains:

Codeine Phosphate*	15 mg.
'Sudafed'® brand Pseudoephedrine Hydrochloride	20 mg.
'Perazil'® brand Chlorcyclizine Hydrochloride	15 mg.
Acetophenetidin	150 mg.
Aspirin (Acetylsalicylic Acid)	200 mg.
Caffeine	30 mg.

*Warning -- may be habit forming.

Complete literature available on request.

Also available without codeine as

'EMPRAZIL'





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DESIRE PEDIATRICIAN—To occupy new suite in established medicaldental building, which contains obstetrician, general practitioner, dentist; best location, Santa Ana, California; no pediatrician close prompt, busy practice assured. Box No. 96,460, California Medicine.

PHYSICIAN, SURGEON, PSYCHIATRIST—Attractive assignment for Doctors seeking a change in practice. Adjacent to beautiful new residential area and Lake Folsom in the Mother Lode section of the high Sierra country. Two hours to San Francisco, Lake Tahoe, or Yosemite. Staff assignment in a correctional field; starting salary \$13,332 to \$15,000, depending on qualifications, 40-hour week, paid vacation, liberal retirement program. Contact Dr. Lester J. Pope, M.D., Medical Director, Department of Corrections, State Office Building No. 1, Sacramento 14, California. HI 5-4711, Ext. 3693.

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L. Dean Gibson, M.D., 7910 Frost Street, San Diego 11. BR 8-4310.

CALIFORNIA LICENSED M.D. to work in non-profit Community hospital Emergency Room, located in Los Angeles beach area. Daylight hours, five days a week. Salary in neighborhood of \$1,200.00 per month. Needed starting September, 1962. Write, giving availability, qualifications, and names of references. Box No. 96,545, California Medicine.

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STAFF PHYSICIAN—Opening will be available for qualified physician on Medical Service. Full-time staff includes three certified internists. 215-bed fully accredited general medical and surgical hospital. Highest quality institutional practice; research program; regular hours. Magnificent desert and mountain environment with unsurpassed year-round climate. Housing at modest rental on hospital grounds. Federal benefits include retirement, life and health insurance, disability protection, sick and annual leave. U. S. citizenship and licensure in any state or territory required. Salary dependent on training and experience. Apply to Personnel Officer, Veterans Administration Hospital, Fort Bayard, New Mexico.

HELP WANTED

QUALIFIED, LABORATORY TECHNOLOGISTS—needed in expanding General Hospital in ideal rural area with good weather conditions and abundance of hunting, fishing, boating, etc.

- 1 Senior Technologist\$481 to \$584
- 1 Technologist\$436 to \$530

Starting salary open, depending on training and experience. 40-hour week, standby and overtime extra, three weeks vacation, 12 holidays, liberal sick leave, good retirement program plus Social Security. Non-Citizens may apply. Tulare-Kings Counties Hospital, Springville, California.

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M.D. SEEKS HOSPITAL, CLINIC, PHARMACEUTICAL, OR COM-MERCIAL AFFILIATION not requiring California license. Experienced in case histories, physicals, employment exams, pension and compensation, ratings, etc. Massachusetts license, member A.M.A.; age 47; excellent background. Prefer Southern California. Best references furnished, available for interview and immediate duty. Box No. 96,555, California Medicine.

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(Continued on Page 84)

PHYSICIAN PLACEMENT SERVICE

of the

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The C.M.A. offers free placement assistance through the Physician Placement Service, 693 Sutter Street, San Francisco 2, California. This service is for the use of all physicians seeking practice opportunities in California and for C.M.A. members who are seeking an assistant or associate. A monthly bulletin is published.

NEW ANOREXIENT FOR THE "DIFFICULT PATIENT"

"In the cooperative patient, (OBETROL) was markedly beneficial in producing the desirable weight loss with minimal side effects, even in the case of a high percentage of patients with cardiovascular and other chronic ailments which normally make use of other amphetamines undesirable because of side effects." (1,3)

"In a group of 100 patients, of whom 60 had diabetes, arteriosclerosis, hypertension, or a combination thereof, we were able to get weight reduction, using (OBETROL) and diet...With a daily divided dosage of 30 milligrams of (OBETROL) we were able to obtain appetite depression without nervous restlessness or insomnia..." 26 patients who previously had been unable to use other amphetamines in any dosage sufficient to maintain the anorectic effect, responded favorably on this medication. (1,3)

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PATIENTS REJECTED PLACEBO — "An attempt was made to use a placebo tablet identical in appearance in a group of 25 patients at the end of the 4th week of therapy. Not surprisingly, there was universal rebellion to the substitution and almost immediate demand for the active pill." (1,3)

OBETROL* for medical management of obesity**

Trademark. A Unique combination of equal parts of Methamphetamine Saccharate, Methamphetamine Hydrochloride, Amphetamine Sulfate and Dextroamphetamine Sulfate. Pat. #2748052



OBETROL is available in 10 mg. and 20 mg. tablets in bottles of 100, 500, and 1,000. Write for samples and literature.

OBETROL PHARMACEUTICALS 382 Schenck Avenue, Brooklyn 7, N. Y.

¹Simon, F. & Bernstein, A.: "The Treatment of Obesity in Patients with Cardiovascular Disease," Angiology, 32-37, Jan. 1961.

²Plotz, M.: Modern Management of Obesity, J.A.M.A. 170:1513-1515 (July 25) 1959. ³Bernstein, A. & Simon, F.: "Treatment of Obese Diabetics and Arteriosclerotics," Clin. Med. 907-920, May 1961. Especially...

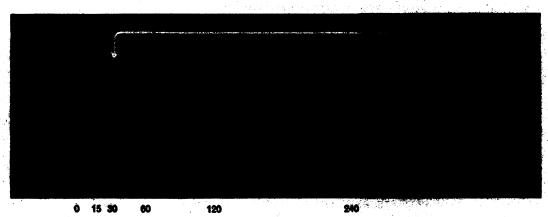
WHEN BRONCHIAL ASTHMA IS COMPLICATED BY HYPERTENSION • HEART DISEASE • HYPERTHYROIDISM

ELIXOPHYLLIN

(theophylline in its most absorbable oral form)

...provides relief quickly, dependably, safely.18

...avoids the side effects and contraindications of ephedrine polypharmaceuticals or similar sympathomimetics



Minutes after administration. Mean values in adult subjects following administration of the single dose commonly used in clinical practice.8

Each tablespoonful (15 cc.) contains the ophylline 80 mg. (equivalent to 100 mg. aminophylline) in a hydroalcoholic vehicle (alcohol 20%).

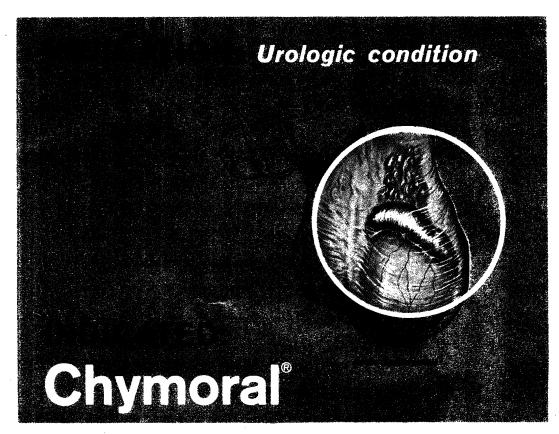
Acute Attacks: single dose of 75 cc. for adults; 0.5 cc. per lb. of body weight for children.

24 Hour Control: for adults 45 cc. doses before breakfast, at 3 P.M., and before retiring; after two days, 30 cc. doses. Children, first 6 doses 0.3 cc.—then 0.2 cc. per lb. of body weight as above. (Gastric distress rarely encountered.)

References: (1) Kessler, F.: Connecticut S.M.J. 21:205 (March) 1957. (2) Burbank, B.; Schluger, J., and McGinn, J.: Am. J. Med. Sci. 224:28 (July) 1957. (3) Spielman, A.D.: Ann. Allergy 15:270 (June) 1957. (4) Greenbaum, J.: Ann. Allergy 15:312 (May-June) 1958. (5) Kessler, F.: Medical Times 87:1298 (Oct.) 1959. (6) Bickerman, H.A., and Barach,

A. L., in Modell, W.: Drugs of Choice 1960-1961, St. Louis, The C. V. Mosby Company, 1960, p. 516. (7) Wilhelm, R. E. in Conn., H. F.: Current Therapy—1961, Philadelphia, W. B. Saunders Company, p. 417. (8) Schluger, J. McGinn, J. T., and Hennessy, D. J.: Am. J. Med. Sci. 233:296, 1967.

Shorman Laboratories
Detroit 11, Michigan



cuts healing time in urologic conditions

Acute prostatitis responds very readily to Chymoral alone or with antibiotics, as does acute or chronic epididymitis. ^{1,2} In instrumentation trauma or TUR surgery, Chymoral reduces the severity of traumatic or postsurgical edema and hematoma, accelerates absorption of blood and lymph effusions, allays pain and promotes a smoother healing.

Controls inflammation, curtails swelling, curbs pain

1. Billow, B. W.; Cabodeville, A. M.; Stern, A.; Palm, A.; Robinson, M., and Paley, S. S.: Southwestern Med. 41:286, 1960. 2. Clinical Reports to the Medical Department, Armour Pharmaceutical Company, 1960.

CHYMORAL

Chymoral is an ORAL anti-infammatory enzyme tablet specifically formulated for intestinal absorption. Each tablet provides enzymatic activity, equivalent to 50,000 Armour Units, supplied by a purified concentrate which has specific trypsin and chymotrypsin activity in a ratio of approximately six to one. ACTION: Reduces infammation of all types; reduces and prevents edema except that of cardiac or renal origin; hastens absorption of blood and lymph extravasates; helps to liquefy thick tenacious mucous secretions; improves regional circulation; promotes healing; reduces pain. INDICATIONS: Chymoral is indicated in respiratory conditions such as sathma, bronchitis, rhinitis, sinusitis; in accidental trauma to speed absorption of hematoma, bruises, and contusions; in infammatory dermatoses to ameliorate acute inflammation in conjunction with standard therapies; in gynecologic conditions such as pelvic inflammatory disease and mastitis; in obstetrics as episiotomies, phlebitis and breast engorgement; in surgical procedures as biopsies, hernia repairs, hemorrhoidectomies, mammacromies, phlebitis and thrombophlebitis; in genitourinary disorders as epididymitis, orchitis and prostatitis; in dental and oral surgery as fractures of the mandible or maxilla, difficult or multiple extractions, and alveolectomies. CONTRAINDICATIONS: None known. INCOMPATIBILITIES: None known. Antibiotics as well as generally accepted measures may be coadministered. SIDE EFFECTS: Mild gastric upsets, rarely encountered. DOSAGE: Recommended initial dose is two tablets q.i.d.; one tablet q.i.d. for maintenance. SUPPLIED: Bottles of 48 and 250 tablets.



ARMOUR PHARMACEUTICAL COMPANY KANKAKEE, ILLINOIS

Originators of Listica®

CLASSIFIED ADVERTISEMENTS

(Continued from Page 80)

OFFICES FOR LEASE, RENT OR SALE

MEDICAL OFFICE BUILDING SUITES—Near downtown Los Angeles, one block from Good Samaritan Hospital. Newly remodeled, airconditioned, ample parking. Excellent opportunity for Board, or Board qualified Orthopedist, Internist, Pediatrician, ENT, Urologist, Plastic Surgeon or Oral Surgeon. Write: Medical Office Building, 1136 W. 6th Street, Los Angeles 17, California.

LAKE ISABELLA AREA—For sale, Clinic and small Emergency Hospital in fine recreational and lumber industry area, fifty miles northeast of Bakersfield, California. Owner retiring; financing available. Write C. V. Barrows, M.D., P. O. Box 107, Wofford Heights, California.

E.N.T.—ORTHOPED.—OPHTHAL.—DERMA.—Medical-Dental building has good opportunity for an association with the above specialties. Building now staffed with G.P., Gen. Surgeon, Pediatrician, Int. Medicine, O.B.-Gyn., D.D.S., X-Ray and Laboratory, Pharmacy. Excellent hospitals in a growth area. CHAPMAN PROFESSIONAL PLAZA, 10510 Chapman Avenue, Garden Grove, California.

STYLED MEDICAL SUITES—In rapidly growing Ontario-Upland area. New ½-million-dollar, air-conditioned building. Suites of various sizes available, customized to suit individual needs. Adjacent to San Antonio Hospital. Low per square foot, base rentals. Call or write Hazen Company Realtors, 191 North Euclid, Upland, California. YU 2-1595.

SAN LEANDRO, CALIFORNIA—Medical Arts Center, centrally located in East Bay Area. Medical suites available in large, new airconditioned building with pharmacy. Adjacent to new 92-bed Doctors' Hospital. Near San Leandro Memorial Hospital. Equity in building possible. Contact Mr. Maier, 13855 East 14th Street, San Leandro. Phone 357-6500.

MEDICAL SUITE available in South San Francisco. New building, excellent location and parking. Contact: Dr. John Tocchini, 225 Spruce Avenue, South San Francisco, California. Phone 588-8610.

EXCELLENT MEDICAL-DENTAL BUILDING AVAILABLE—Near new St. Rose Hospital in Hayward for rent or for purchase. For information, write Doctor Donald Goodman, 1041 McKeever Avenue, Hayward, California.

EAST BAY AREA—Beautiful new, air-conditioned Medical-Dental building, centrally located to San Leandro, San Lorenzo, Castro Valley, and Hayward, with suites available at 7½c per square foot to start. Now occupied by three General Practitioners, a Dentist, a Chiropodist, a Radiologist, and a Drug Store. Present occupants would welcome new doctors and try to assist them in getting started. Population: 30,000 with only five General Practitioners in the immediate area. For further information contact: Marco H. Goodman, M.D., 16378 East 14th Street, San Leandro, California.

MODERN MEDICAL OFFICE FOR LEASE—2334 South Atlantic Blvd., Monterey Park, California (Los Angeles area). Growing area. Newly equipped. Sudden illness—must sell practice and equipment. Telephone DU 5-0029, Los Angeles.

PACIFIC GROVE, CALIFORNIA—For rent, two 1400 sq. ft. medical suites, immediate occupancy for doctors, orthopedist, pediatrician, obstetrician, allergist, psychiatrist. Excellent location near new hospital, pharmacy, famous Seventeen-Mile Drive, Monterey Peninsula Plenty of parking area. Excellent year-round climate. Write Hurst Allen, 210 Granite, Pacific Grove, California. Phone FR 2-1994.

REAL ESTATE FOR SALE

CARMEL-BY-THE-SEA FABULOUS OCEAN-FRONT HOMESITE—Spectacular knoll on a joint just six miles south of Carmel. Unobstructed 360° view of dashing ocean surf and green Santa Lucia mountains rising above Monterey cyptess trees. The finest. \$79,000. Owner, G. N. Smith, 1219 Ocean View Boulevard, Pacific Grove, California.

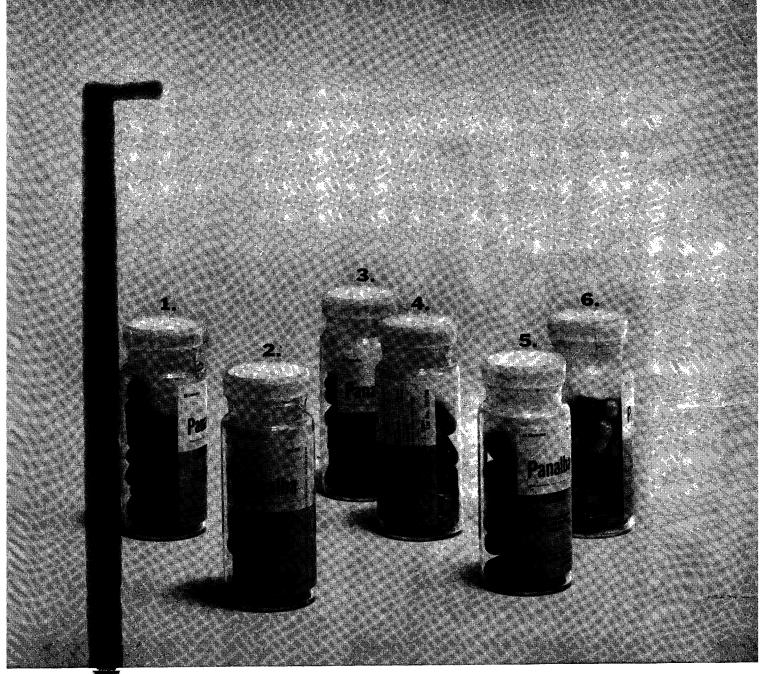
CLASSIFIED ADVERTISEMENTS

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California M E D C N E 693 SUTTER STREET, SAN FRANCISCO 2, CALIFORN					
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additional word. Check one: Pl	to include \$10.00 for the first 50 words or less, plus 10¢ for each ease include my name and address in ad ease assign a box number (50¢ additional)				



- 1. In otitis media 2. In pyoderma
- 3. In laryngopharyngitis
- 4. In bacterial pneumonia
- 5. In bronchiectasis 6. In osteomyelitis

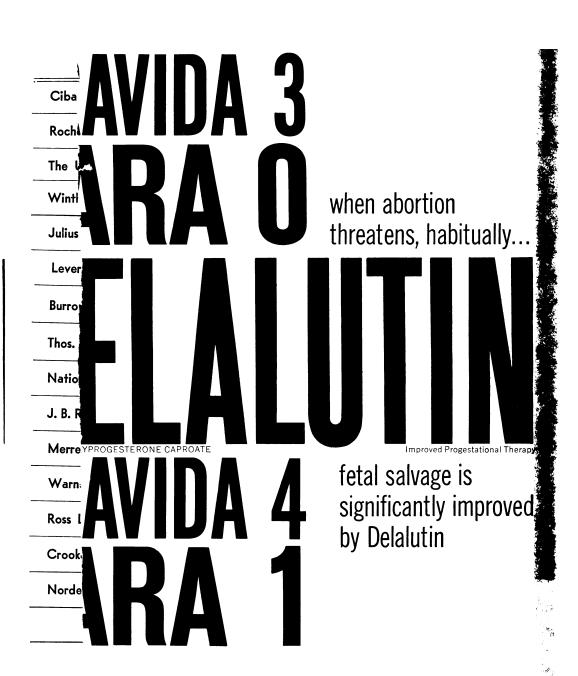
In these and other bacterial infections, give Panalba* in addition to the usual surgical or other appropriate therapeutic measures. From the outset, pending laboratory determinations, your treatment broadens in antibacterial coverage because of the simultaneous administration of two antibiotics that complement each other. They were carefully chosen for this purpose.

Panalba combines tetracycline (selected for its breadth of coverage) and novobiocin (selected for its unique effectiveness against staph). That is why, in most infections of unknown etiology, Panalba offers excellent chances for therapeutic success.

Each capsule of Panalba contains Panmycin* Phosphate (tetracycline phosphate complex), equivalent to 250 mg. tetracycline hydrochloride, and 125 mg. Albamycin,* as novobiocin sodium.

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c., each cc. supplying 250 mg. hydroxyate. Vials of 2 and 10 cc., each cc. sup-oxyprogesterone caproate.

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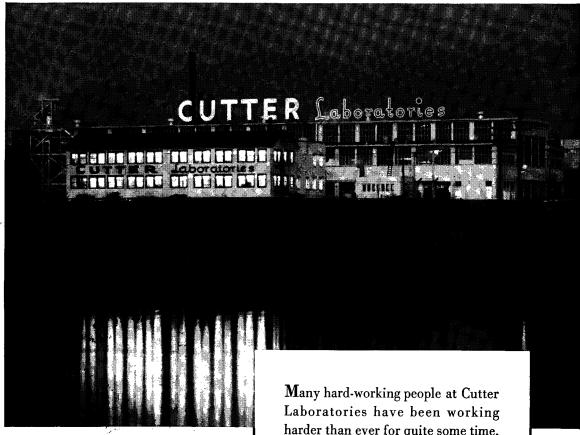


specific for anxiety & tension Librium

The singular specificity of Librium in controlling anxiety and tension has proven to be an advantage in a wide range of disorders characterized by anxiety of varying degrees. Notably effective in patients whose symptoms are primarily emotional, Librium is equally valuable when organic disease is aggravated or prolonged by accompanying anxiety. Coupled with its effectiveness is an outstanding record of safety. Librium has few, if any, of the unwanted side effects associated with tranquilizers and daytime sedatives—no extrapyramidal effects, no autonomic blocking, and no dulling of mental alertness. Consult literature and dosage information, available on request, before prescribing.

the successor to the tranquilizers
LIBRIUM® Hydrochloride — 7-chloro-2-methylamino-5-phenyl-3H-1,4-benzodiazepine 4-oxide hydrochloride





Why the lights have been burning later than usual in one group of buildings in Berkeley

harder than ever for quite some time.

Our electricity bill isn't the only outlay that's been raised by their longer hours and increased efforts. For what they've been doing has involved greater expenditures for research, product development and a host of other important activities that will be of genuine interest to you.

Before long, you'll be seeing some of the results of all this work from Cutter's Prescription Products Department. All we can say now is that new developments are coming from Cutter. We feel sure it will be worth your while to watch for them.

